Board of Directors Meeting Minutes

June 27, 2017

Board of Directors: Norm Johnson, President; Don Greene, Vice President; Vern Butler, Secretary; Joe Crocco, Treasurer; Steve Hull, Director; Andy Merriwether, Director; Bonnie Potter, Director; Laurel Shouvlin, Director; Mike Vigus, Director

Executive Director: Bud Synhorst

Meeting: Monthly Business Meeting
Conference Call — June 27, 2017, 6:00 p.m. EDT

Absent: Vern Butler, Mike Vigus

Proceedings: Meeting called to order at 6:04 p.m. EDT by President Johnson.

1.0 Ratify Email Votes:

1.1 Approval of letter to the Suri Network to include proposed letter of understanding for use of the Suri Breed Standard. Motion by Shouvlin; second by Merriwether. Approved 8–1 (Vigus voted against).

1.2 Approval of AOA President's Message for annual report. Motion by Johnson; second by Crocco. Approved 9–0.

1.3 Approval of May 9, 2017, Board meeting minutes. Motion by Butler; second by Vigus. Approved 9–0.

The motion to approve the email votes was made by Shouvlin and seconded by Crocco. Motion passed 7–0 (Vigus and Butler absent).

2.0 Financial Report:

2.1 Financials: Crocco provided and reviewed the financials for May and the year-to-date. The association is still holding close to budget in terms of overall expenses and income.

2.2 Dashboard: Synhorst provided the Dashboard Report for review. He pointed to the need for the association to continue to focus on growing the membership. Show system is showing increases in participation compared to 2016.

3.0 Old Business:

3.1 Meeting Minutes: Johnson is hoping to have a plan for catching up the 2016/2017 minutes.

3.2 Suri Network Breed Standard Agreement: It was decided to table this discussion until receiving an update from legal counsel.

3.3 Educational Topics: Merriwether is working on the draft of a series of 2 or 3 educational documents he is writing to share with the membership regarding AOA's DNA testing, sample collection, and parentage validation.

3.4 Candidate Suggestions from Board Members: An AOA member contact regarding the election inspired a brief review of the procedures for AOA Board Members to suggest potential candidates to the Election Committee. It was decided that the same procedures were still appropriate. Because Board Members are not to have any contact with the Election Committee once it is seated, they are individually invited to submit names to the AOA Executive Director to pass along to the committee. The Board requested that Synhorst and AOA Attorney Visani review written material provided to the Election Committee to be certain it is clear and complete.

4.0 New Business:

4.1 Fiber and Fiber Product Committee Project Update: Johnson provided a document from the Fiber and Fiber Products Committee regarding their summary and review of the survey they conducted. There were several action items suggested by the committee. The Board requested that Johnson ask the committee to select 5 ideas/projects they feel are most important to pursue, and present those for the Board to review, with the thought that the Board would select 2 or 3 to initially move forward with.

4.2 Cross Posting Alpaca News On Social Media: There was discussion regarding Policy AOA 03-05, which was originally published in 2007 and revised in 2014. With the increased use of social media by both our members and our staff, the Board determined that the policy may need revision in terms of what is or is not appropriate to publish on the internet. Shouvlin will draft a list of guidelines for the Board to review. The final list from the Board will be sent to Attorney Visani for her to review.

Vigus joined the meeting at 7:22 p.m. EDT.

5.0 Executive Director Update: Synhorst reports.

Things are looking positive for the National Fleece Conference. Registrations are still coming in with 58 as of June 23rd. The Fleece Show is rapidly filling and approaching last year's numbers with the deadline still off a few days. There currently are 13 sponsors for the show totaling $6550 to help offset the costs of the show.

Only two sponsorships are left for the Student Design Competition. These sponsorships have gone toward the prize money awarded to the top four contestants in each category, which helps defray some of the cost of that competition. There are 80 contestants this year.

2018 Fleece Conference sites in Omaha, Lincoln, Des Moines, and Nashville are being investigated by staff.

Filming for the American Farmer piece occurred on June 21st. Additional past videography in AOA's possession will be added to the material for potential inclusion.

The DDC contract extension that was approved by the Board last month has been executed.

Upcoming travel currently scheduled for the Executive Director includes the Suri Network Symposium in August.

The Board expressed disappointment in the voter turnout for the recent election. Greene inquired if there is some way to determine the breakdown of membership types (registry, associate, show) in terms of percentage of the total vote. It is hoped that if we can see that one group or another is less involved, that perhaps there may be a way to better enlist their participation in upcoming elections. Synhorst will investigate this.

6.0 Committee and Other Reports:

6.1 Government and Industry Relations Committee (GIRCom): Potter stated that there has been no meeting this month, but the committee will be meeting on June 28th. She related that the committee is short one member.

6.2 Judge Training and Certification Committee (JTCC): No report, no meeting.

6.3 Judges Advisory Committee (JAC): No report, no meeting.

6.4 Show Rules Committee (SRC): No report, no meeting.

6.5 Fiber and Fiber Products Committee: See item 4.1.

6.6 Alternative Products Committee: Butler not present to give a report.

6.7 Leadership Council: No report, no meeting.

6.8 Ad Hoc Youth Committee: No report, no meeting.

6.9 Ad Hoc Membership Committee: Potter stated that a meeting was scheduled for June 14th, but 2 members had to cancel at the last minute. The committee will meet July 12th.

6.10 US Alpaca Fiber Council: No report, no meeting.

7.0 Meeting Wrap:

7.1 Contact the Board Update: There have been no contacts since the last meeting.

7.2 Action Items Review: Greene reviewed the action items generated by the meeting.

7.3 Next Meeting: A Face-to-Face meeting is scheduled in Sacramento, California, at the National Fleece Conference.

7.4 Farewell: Johnson thanked Potter for her efforts to further the industry through her service on the ARI and AOA Boards. He also thanked the Board for their support over the past year and wished the Board good luck in its future endeavors. The Board members also extended their appreciation to Johnson for his service, particularly in the last quarter of 2016, when AOA had no executive director.

7.5 Adjournment: Johnson moved to adjourn the meeting. Meeting ended at 8:02 p.m. EDT.