# Board Meeting Minutes

**Our Mission**
Serve all Alpaca Owners Association members to facilitate their success within the alpaca industry.

**Our Vision**
A recognized and sustainable North American alpaca industry for alpaca owners, alpaca breeders and those who design, produce and sell alpaca related products and services.

**Board of Directors** Jennifer Hack, President; Rhonda Deschner, Director; Sharon Milligan, Director; Brian Houchin, Director; Mike Walsh, Director; Scott Miller, Director; Mary Miller, Secretary; Lynn Edens, Treasurer (absent); Michael Livingston, Director (absent)

**Executive Director:** Robin Gifford

**Meeting:** Video Board Meeting
Monday, August 28, 2023; 4:04 PM Pacific/7:04 PM Eastern

**1.0 Meeting Opening** — Hack

**2.0 Consent Agenda** — Hack
July email approval ratification, Executive Director's Report, Dashboard,
Social Media stats, Committee Reports NOT needing discussion or action.
Sharon motioned to accept, Brian seconded, 6-0 approved

**3.0 Financial Report** — Edens
Document reference: July Financials, Year-to-date Financials, Executive Financial Summary,
Dennison & Associates proposal for the Tech Gap Analysis and AMS

**4.0 Strategic Discussion:** Tech plan + Q&A re: next steps with Vanessa Dennison — All
Action needed: Approve contract.
Brian motioned to move forward with Dennison Assoc Registry Gap Analysis, Sharon seconded, 7-0 approved

**5.0 Strategic Discussion: Alpacas Magazine.** The fall issue is our last within this contract. — All
Action needed: Contract renewal or not. Any changes.
Action: Get costs from publisher for content and design only. Survey membership on opinions of a digital-only version of the magazine

**6.0 Other business** — Hack
5.1 Show Points Task Force Update with Hillary Devin, Chair
The Show Points Task Force has been evaluating the success of the Show Points system and had some recommendations on which the Board voted.
Change to show points: Sole competitor to get one point if they place first, vs. previously getting zero. Mary motioned to accept, Scott seconded, 7-0 approve

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Change to farm size split for Huacayas: Small 1-25, Med 26-60, Large 61+. Rhonda motioned to accept, Mike seconded, approved 6-1
Change to farm size split Suri: Small 1-20, Med 21-35, Large 36+. Mike motioned to accept, Sharon seconded, 7-0 approved
Fleece show rules would mirror Halter in 2024/2025 show season - Mary motion to accept, Mike seconded, 7-0

5.2 Houston Livestock Show seeking certification
Scott moved we certify the Houston Livestock Show, Rhonda seconded, 7-0 approved

**7.0 Adjournment** Hack

Scott motioned to adjourn at 6:38pm PST,
**Next meeting:** September 25, 2023