Board of Directors Meeting Minutes

August 22, 2017

Board of Directors: Don Greene, President; Mike Vigus, Vice President; Jeff Williamson, Secretary; Joe Crocco, Treasurer; Vern Butler, Director; Patty Hasselbring, Director; Steve Hull, Director; Andy Merriwether, Director; Laurel Shouvlin, Director

Executive Director: Bud Synhorst

Meeting: Monthly Business Meeting
Conference Call—August 22, 2017, 3:00 p.m. EDT

Absent: Mike Vigus

Others Present: Dr. Mark Enns for Agenda Item 1.0

Proceedings: Meeting called to order at 3:05 p.m. EDT by President Greene.

1.0 EPD Program Review with Dr. Mark Enns:

1.1 Fiber Density: Updated the board on research regarding evaluation of Fiber Density for EPD's. An AlpacaGram will be sent to AOA members asking for volunteer participation in the research from farms that perform biopsies and submit fleece weights for EPDs.

Dr. Enns left the meeting.

2.0 Ratify Email Votes: The following items have been reviewed and approved by the board on August 22, 2017: (motion by Shouvlin, second by Hasselbring, approved 8–0).

2.1 Approve the March 28, 2017, minutes. Motion by Butler; second by Vigus. Approved 5–0–4 (Votes not cast—Butler, Johnson, Merriwether, and Shouvlin).

2.2 Approve the April 11, 2017, minutes. Motion by Butler; second by Vigus. Approved 5–1–3 (Voting no—Shouvlin. Votes not cast—Hull, Merriwether, and Potter).

2.3 Approve the April 25, 2017, minutes. Motion by Butler; second by Johnson. Approved 5–2–2 (Voting no—Potter and Shouvlin. Votes not cast—Hull and Merriwether).

2.4 Approve the July 14, 2017, minutes. Motion by Greene; second by Butler. Approved 9–0.

2.5 Approve the President's letter for *Alpacas Magazine*. Motion by Vigus; second by Hasselbring. Approved 8–0–1 (Vote not cast—Hull).

2.6 Approve the Code of Conduct. Motion by Crocco; second by Vigus. Approved 6–2 (Voting no—Merriwether and Shouvlin. Vote not cast—Hull).

2.7 Approve the "From the Board" message to members. Motion by Shouvlin; second by Greene. Approved 8–0–1 (Vote not cast—Hull).

2.8 Approve President's letter for LINK newsletter. Motion by Crocco; second by Shouvlin. Approved 8–0 (Vote not cast—Hull).

3.0 Board Goals for AOA 2017–18: Greene presented a set of goals for board discussion at the next meeting and requested input from other board members. These goals are to be aligned with the strategic plan.

4.0 Financial Report:

4.1 Financials: Crocco gave an update on the financial reports as of August 30, 2017. The revenues for registrations are ahead of budget projections, and transfers are slightly down. National conferences income was up over projections. Membership income is down. Overall total income is up about $35,000 over projections. Marketing expense is up due to timing issues of the *American Farmer* project. Payroll expense is down.

5.0 Old Business:

5.1 Alpaca Auction at 2018 National Halter Show: Ad hoc Auction Committee made a recommendation to not hold an auction at the National Halter Show for 2018 and 2019. The board accepted their recommendation for 2018. Motion was made by Shouvlin to have a Gala Dinner Auction for 2018 like the 2017 event. Second by Hull. Approved 8–0.

5.2 Alpaca Breed Standards: The board discussed changes to be presented to the Suri Network with respect to copyright concerns, as submitted by AOA legal counsel Sheri Visani. Motion was made by Butler to accept counsel's recommendations, and seconded by Williamson. Voting yes—Crocco, Butler, Greene, Williamson. Voting no—Hasselbring, Hull, Merriweather, Shouvlin. Motion failed. It was decided that Greene, and Sue King, new President of the Suri Network, have a discussion to see if we can come to an agreement on acceptable language regarding copyright.

5.3 Social Media Policy: New social media policy was introduced for AOA staff. Motion was put forward by Shouvlin, seconded by Greene (approved 7–1, voting no—Hasselbring).

6.0 New Business:

6.1 2018 National Fleece Conference Planning Update: Synhorst submitted a document for fleece show and conference overview of the ideas presented by the Fiber and Fiber Products Committee. Synhorst is to visit Nashville to tour a possible venue for 2018.

6.2 Review of committee duties/responsibilities, current and projected projects, members and chairs: Tabled discussion until next meeting.

6.3 Fiber and Fiber Products Committee Appointments: Stacey Chavez and Wini Labrecque were appointed to the Committee. Motion was put forward by Hasselbring, seconded by Crocco (Approved 8–0).

6.4 Potential Collaborations with *Alpaca Culture*: The board turned down an offer from *Alpaca Culture* for AOA Officers to be interviewed for a series of quarterly interviews. Greene and Synhorst are to approach *Alpaca Culture* about the possibility of having an AOA section in their quarterly publication to focus on AOA updates, after Synhorst will have a conversation with Deb Hill, managing editor of *Alpacas Magazine* regarding this topic and any possible conflict.

7.0 Executive Director Update: Synhorst reports.

7.1 Staffing Update and Board Orientation Plan: AOA received 42 applications for the open position that was vacated by Becky Farley. Synhorst to interview the most qualified candidates. Synhorst will try and coordinate the new board and employee orientation at the same time after the open position is filled. Synhorst is working with *American Farmer* to finalize the promotional marketing program that is scheduled to air in September.

7.2 Dashboard: No comments or feedback.

8.0 Committee and Other Reports: Two committee reports submitted this month. One by the Membership Committee and one by the Fiber Committee. Shouvlin to reach out to previous applicants to the Youth Committee to try and fill a couple of open positions.

8.1 Government and Industry Relations Committee (GIRCom): Merriwether

8.2 Judge Training and Certification Committee (JTCC): Hull

8.3 Judges Advisory Committee (JAC): Williamson

8.4 Show Rules Committee (SRC): Vigus

8.5 Fiber and Fiber Products Committee: Shouvlin

8.6 Alternative Products Committee: Butler

8.7 Membership Committee: Hasselbring

8.8 Affiliates Council: Greene

8.9 Ad Hoc Youth Committee: Shouvlin

8.10 US Alpaca Fiber Council: Synhorst

9.0 Meeting Wrap:

9.1 Contact the Board Update: Member contacted Greene to request that the board consider putting resources into the scientific data for comparison purposes of alpaca compost vs. traditional compost. Hull believes this data already exists and is going to look into this. It was suggested that the Alternative Products Committee may want to put this under their purview as well.

9.2 Action Items Review: Synhorst will email to all following meeting.

9.3 Next Meeting: September 26, 2017. December meeting moved to December 19th due to conflict with Christmas for regularly scheduled meeting.

9.4 Adjournment: Motion by Hull to adjourn, seconded by Williamson. Motion carried unanimously. Meeting adjourned.

Submitted by Jeff Williamson, Secretary.