Board Meeting Agenda

Board of Directors: Shauna Brummet, President; Jeff Williamson, Vice President; Steve Aitchison, Secretary; Rhonda Deschner, Treasurer; Karen Ball, Director; Wendy Dittbrenner, Director; Patty Hasselbring, Director; Andy Merriwether, Director; Mike Vigus, Director

Executive Director: Robin Gifford

Business Meeting: Conference Call – February 24, 2020
6:00 PM Eastern Time

Meeting called to order by Brummet at 6:07 PM Eastern.

1.0 Meeting Opening — Brummet

1.1 Ratify Email Votes — Brummet

1.1.1 King award

Williamson moved to accept, Ball seconded. Approved 8-0 (Vigus absent).

2.0 Financial Report

2.1 Monthly Report — Deschner

Net income is about $36k above projections and expenses are under by ~$20k, so the organization at the close of January 2020 is +$56k.

2.2 2020 Budget Executive Summary — Gifford/Deschner

2.3 Investment Report — Gifford/Deschner

Deschner and Gifford investigated ways to invest the organization's cash. They put $300,000 in a conservative investment portfolio.

3.0 Secretary's Report — Aitchison

3.1 November 18th Meeting Minutes

3.2 December 16th Meeting Minutes

Williamson moved to accept both the November and December 2019 Minutes, Hasselbring seconded. Approved 8-0 (Vigus absent).

3.3 January 27th Meeting Minutes

Tabled for editing/review and voting via email prior to March meeting.

Vigus joined call at 6:32 PM Eastern.

4.0 Old Business

4.1 DDC swab testing update (Goal 3) — Brummet

Swabs are being collected for testing and should all be submitted by the end of the month.

4.2 Alpaca Breed Standard Agreement (Goal 4) — Brummet

AOA now has an agreement with the Suri Network on the Breed Standard. The Board reviewed the proposed process for presenting the Breed Standard to the membership for a vote of approval, as well as the review/update process that would be used for it going forward. Ball moved to accept the agreement, Dittbrenner seconded. Approved 9-0.

4.3 Election Committee Update — Gifford

The Committee reports that they have four candidates with more possible coming soon.

4.4 Fiber Data & Testing (Goal 1) — Ball/Gifford

Ruth Fuqua was enlisted to help, since she had past experience with fiber testing. Anti-bacterial test will cost approximately $2,500 and thermal testing will cost approximately $2,500 as well. Hasselbring moved to approve the expenditure for both tests, Aitchison seconded. Approved 9-0.

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5.0 Executive Director Update — Gifford

5.1 Dashboard

Animal Registrations are down, but Transfers are up. Gifford will have office staff track down inactive account members to find out why they are not active.

5.2 30th Anniversary National Alpaca Show

Final efforts are going into the show with just two weeks left.

5.3 Social Media Strategy

Gifford has developed a more active strategy for social media with staff. The bulk our AOA's audience is on Facebook, so that will be the major target with Instagram being the secondary target. Gifford provided the board with some reports back from the existing social media campaigns.

6.0 New Business

6.1 Resources for Affiliates and website mapping (Goal 2) — Gifford

Gifford and staff have been mapping out all the educational material on the current web site.

6.2 UC Davis Research (Goal 3) — Aitchison

The Board discussed the pros and cons of allowing research groups access to more information from the database of the AOA registry. Concerns were raised about the access to all of AOA's data. Board determined that a new protocol needs to be developed for future scientific access to the registry database.

6.3 Alpaca Research Foundation — Gifford/Brummet

The Board discussed Foundations and Vendors.

7.0 Committee & Other Reports

7.1 Government & Industry Relations Committee — Merriwether

Nothing new to report.

7.2 Judge Training & Certification Committee — Williamson

Discussed the Fiber Immersion educational event to be held later in 2020 and how they would like to expand it to include a members.

7.3 Judges Advisory Committee — Vigus

No report.

7.4 Show Rules Committee — Deschner

No report.

7.5 Fiber & Fiber Products Committee — Ball

The Committee continues to redo the Fiber Display in hopes of having it ready for the National Fiber Extravaganza. The Why Alpaca Poster is done and available on the AOA website. Fiber Extravaganza planning is coming along on schedule.

7.6 Alternative Products Committee — Aitchison

Committee discussed gaining USDA certification for alpacas with a focus on researching all the benefits such a certification would bring the industry. Members assigned themselves tasks of contacting other small livestock industries that have successfully acquired USDA certification to learn from them.

7.7 Membership Committee — Hasselbring

Committee should have a youth benefits package put together in the coming months. Also working on information on the benefits of the different member levels.

7.8 Affiliates Council — Brummet

Plan to meet after the National Halter Show.

7.9 Ad Hoc Website Committee — Williamson/Aitchison

Plan to meet after the National Halter Show.

7.10 Registry, Petitions, and Appeals — Dittbrenner, Merriwether, Brummet

None to report.

7.11 Grievance Review Committee — Hasselbring, Vigus, Brummet

None to report.

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8.0 Meeting Wrap

8.1	Contact the Board Update	Brummet
	None to report.	
8.2	Action Items	Williamson
8.3	Next Meeting March 23, 2020	Brummet
8.4	Adjournment	

Meeting adjourned by Brummet at 9:02 PM Eastern.