Board of Directors Meeting Minutes

May 9, 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: Strategic Planning / Special Topics Meeting
Conference Call — May 9, 2017, 6:00 p.m. EDT

Meeting Opening: Meeting called to order at 6:00 p.m. EDT by President, Johnson.

1.0 Welcome:

2.0 Strategic Plan Items:

2.1 Marketing Strategy:

2.1.1 Review of Ad for *USA Today*: Synhorst reviewed the results from the *USA Today* ad. We are getting good web traffic from the ad with almost 1,000 page views on our landing page www.alpacalife.com with two minutes being the average time on the site learning more about alpacas. The ad was distributed to our members and the affiliates for their use.

2.1.2 American Farmer TV Spot: The producers sent a draft script to Synhorst. A list of possible interview candidates is in the works. No board member or current candidate for the board, or their farms, will be used for this TV spot.

Snyhorst also discussed the current *CBS This Morning* production that is a follow-up to U.S. Senator Flake's mischaracterization of the alpaca industry. *CBS This Morning* should air later this week.

2.2 Density Study — Lynn Edens and Dr. Mark Enns: Merriwether updated the board on the current status of this project utilizing data from the AOA EPD program to estimate density in alpacas. This project is just getting started and will take shape over the summer.

3.0 Special Topics:

3.1 Genome Effort Support: Johnson asked for input related to his proposed response to the a letter AOA received requesting support for adding camelids to the USDA genome research project. Merriwether stated this would be a great thing for the alpaca industry. Johnson will make the requested adjustments and send it out for board approval.

3.2 Contact the Board — Transfer Fees: The board received a contact related to the cost of alpaca registrations and transfers fees and the increased fee for completing transfers after 90 days. Board member Hull said that he had reached out to this AOA member to explain the fees and implications of changing them. Shouvlin suggested that we review the fee structure every year before we start the budget process.

3.3 Executive Director Update: Synhorst provided the board with a spreadsheet of statistics about registrations, transfers and EPDs. The election voting for the 2017 – 18 board opens May 22 and ends June 12. Synhorst has been talking to potential sponsors for cash awards for the student competition at the National Fleece Conference. Synhorst asked for clarification as to what items Sheri Visani (AOA Legal Counsel) should be working on based on a prior meeting. Synhorst and Johnson will contact Sheri Visani about desired policy changes for the director' conflict of interest policy and her legal work prioritization. Greene asked for a status update of the draft agreement with the Suri Network as relates to the use of their Suri Breed Standard. This draft agreement should be ready to discuss at the next meeting.

3.4 Executive Session: Butler made a motion to enter executive session, Shouvlin seconded the motion. The board entered executive session at 6:57 p.m. EDT. The board exited executive session at 7:25 p.m. EDT. The motion passed by unanimous vote (9 – 0). As a result of the board's executive session discussion, Synhorst will be added to the AOA health insurance policy.

4.0 Meeting Wrap:

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

4.2 Next Meeting: May 23, 2017 — General Business Meeting

4.3 Adjournment: 7:27 p.m. EDT, Hull made a motion to adjourn the meeting. Butler seconded the motion. The motion passed by unanimous vote (9 – 0).

Submitted by Vern Butler, Secretary