Board Meeting Minutes

Board of Directors: Shauna Brummet, President; Jeff Williamson, Vice President; Steve Aitchison, Secretary (absent); 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 – June 22, 2020
6:00 PM Eastern Time
Call: 1-267-866-0999; ID: 3943478691#

1.0 Meeting Opening — Brummet

Meeting called to order by Brummet at 6:05 pm. Appreciation to outgoing board members: Merriwether, Hasselbring, Williamson

2.0 Financial Report

2.1 Monthly Report — Deschner

Overall positive report. Income 92% of projected as of end of May. Expenses 94% of budget.

2.2 Executive Financial Summary — Gifford/Deschner

A few significant points: New members this year (all levels): 189. 642 fleeces entered in fleece show. Board discussed 2019/2020 income and expense comparison. Robin shared five-year comparison of five major sources of income. Registry and membership income have both gone down, while the national show and advertising have seen some increase.

3.0 Secretary's Report — Aitchison

3.1 Meeting Minutes – approve May 2020

Minutes reviewed and approved with Wendy's correction regarding Fleece Show report.
Motion made by Ball. Seconded by Deschner. Motion approved. Merriwether abstained as absent for that meeting.

4.0 Old Business

4.1 Texas A&M Lab Update — Brummet

Board President Brummet and Executive Director Gifford reported that additional communication will be done with Texas A&M concerning validation as a vendor in the future.

5.0 Executive Director Update — Gifford

5.1 Dashboard
5.2 National Fleece Shows – 642 entries – goal was 600
5.3 Board Orientation Scheduled – New board orientation starts tomorrow
5.4 Readership Survey – Looking at how valued the magazine is, how readers use it. Target date likely end of summer. This will help also with providing potential sponsors with information.

6.0 New Business

6.1 New meeting structure – Consent agenda/meeting frequency — Brummet

Discussion about using board time to focus on high level strategies. Move responsibility of management of the organization to the Executive Director, allowing more time for Board for a more strategic focus. The consent agenda format will be used in the future. Additional discussion about meeting every two months vs every month. Also discussion about benefits of using Zoom or similar for meetings.

6.2 Membership Committee asking for priority/budget for engaging small farms for membership

AOA can provide factual information and will include this as part of strategic discussion in the future.

6.3 Request to use AOA Huacaya and Suri Breed Standard by BAS
British Alpaca Association has inquired about using the breed standards. Needs to go through a licensing process with AOA for Huacaya and Suri Network for Suri.

7.0 Committee & Other Reports

7.1 Government & Industry Relations Committee — Merriwether
Committee met. Health alerts reviewed and monitored. Alpaca Business Benchmarks presentation by Brion Smoker. Moving ahead on agritourism information but will wait until after current COVID situation. Also discussing how to work within current limitations.

7.2 Judge Training & Certification Committee — Williamson
No meeting, no quorum.

7.3 Judges Advisory Committee — Vigus
No meeting, no report.

7.4 Show Rules Committee — Deschner
No meeting, no report.

7.5 Fiber & Fiber Products Committee — Ball
Charlene Schmidt recommended as committee chair. Motion to approve her as chair made by Hasselbring, seconded by Merriwether. Motion carried.
Committee went over strategic plan and will identify ideas and educational tools to assist with end use for EPD traits. Committee will have this ready for July meeting.

7.6 Alternative Products Committee — Aitchison
No report.

7.7 Membership Committee — Hasselbring
Status report provided of committee's work and plans for future.

7.8 Leadership Council — Brummet
Affiliate group met last week. Discussion about status of fiber testing, AOA news, AOA share affiliate info with new members, shearing. AOA will start sharing Affiliate information with new members.

7.9 Ad Hoc Fleece Show Committee — Dittbrenner
Nothing to report.

7.10 Ad Hoc Website Committee — Williamson/Aitchison
Meeting with Robin and staff.

7.11 Registry, Petitions, and Appeals — Dittbrenner, Merriwether, Brummet
Nothing to report.

7.12 Grievance Review Committee — Hasselbring, Vigus, Brummet
Nothing to report.

8.0 Meeting Wrap

8.1 Contact the Board Update — Brummet

8.2 Action Items — Williamson

8.3 Next Meeting (July 10 – 11, 2020) — Brummet
Meeting will be held virtually.

8.4 Adjournment — Brummet
Ball moved to adjourn at 7:52 pm. Deschner seconded. Motion approved.