Board of Directors Meeting Minutes

April 10, 2018

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—April 10, 2018, 6:00 p.m. EDT

Absent: Don Greene, Steve Hull

Proceedings: Meeting called to order at 6:07 p.m. EDT by Vice President Vigus.

1.0 Ratify Email Votes:

1.1 Approve appointment of Norm Johnson as chair of Fiber Committee. Motion by Shouvlin; second by Greene. Approved 9–0–0.

1.2 Approve content of the member survey for distribution to membership. Motion by Hasselbring; second by Shouvlin. Approved 9–0–0.

1.3 Approve executive director to work develop agreement with Openherd for online auction and EPD program. Motion by Hasselbring; second by Crocco. Approved 7–0–2 (votes not cast by Merriwether and Shouvlin).

1.4 Approve 990 income tax return presented by HBE. Motion by Hasselbring; second by Greene. Approved 8–0–1 (vote not cast by Butler).

Vote to ratify email votes 1.1, 1.2, 1.3, and 1.4 approved by the board on April 10, 2018: Motion by Shouvlin; second by Hasselbring. Approved 6–0 (votes not cast by Merriwether (absent), Hull (absent), Greene (absent)).

2.0 Approve Board Meeting Minutes for February 27, 2018: Motion by Crocco; second by Shouvlin. Approved 6–0 (votes not cast by Merriwether (absent), Hull (absent), Greene (absent)).

3.0 Financial Report: Registry and income are down, but National Show and other show income are still coming in. Advertising income is down, but most of that is due to quarterly payment plan that was offered to members this year who purchased the advertising special. Membership is down slightly over previous year, but much less than in past years. Overall net income is up about $82,000 over budget at this point. The budget should level out after show season.

4.0 Old Business:

4.1 EPD Density Study: Delayed discussion until next meeting.

4.2 Strategic Plan Update: Synhorst reported that Kevin Ochsner will be submitting his proposal shortly for the board to review at the next meeting.

4.3 Camelid Open Registry Survey: Survey is complete and will be sent to membership in June.

4.4 Review and Approve Office Space Lease: Motion made by Hasselbring to continue the lease; second by Butler. Approved 6–0 (votes not cast by Merriwether (absent), Hull (absent), Greene (absent)).

Andy Merriwether joined the meeting at 6:25 p.m. EDT.

5.0 New Business:

5.1 James G. King Discussion: Board members to each submit a name to Synhorst prior to the May meeting. Board will discuss and take a vote at the May Meeting. ED/President will reach out to the nominee to make arrangements for them to attend the Natural Fiber Extravaganza to accept their award.

5.2 Request from Ian Watt: He is creating an online, free search site for alpaca people around the world looking for research paper and articles that relate to all aspects of alpaca production, management, genetics, marketing, meat, etc. in the one site. He is requesting to download the summary of any article that AOA has published to his website, or provide a link to AOA's website where they could see the article in its entirety acknowledging AOA as the source publisher. It was brought up that you need to be an AOA member to read the magazine on the AOA website. The board requested that we see a prototype of the website as well.

6.0 Executive Director Update:

6.1 Dashboard: Report submitted prior to the board meeting.

6.2 National Show Review: Numbers are still being finalized from the show. Net revenue is looking like it will come in upwards of $70,000. This is up about $20,000 over 2017.

6.3 Natural Fiber Extravaganza Update: Board meeting will be all day on Thursday, July 12. Show will start on Friday, July 13. Saturday evening at the dinner, we will also present the Fleece Show Awards.

7.0 Committee and Other Reports:

7.1 Government and Industry Relations Committee (GIRCom): Merriwether

GIRCOM met last night, so a quick summary.

- Alpacas are exempt from the microchip requirement bills that might apply to other livestock.
- Our farm cost spreadsheet would benefit from having more farms' data included. Maybe we should create a form to let members put their own data in, and so they can compare with other similar sized farms, to build the database up and make it more valid.
- No new disease outbreaks of worry to alpaca owners reported on the government monitoring site. Mainly horse and deer related.
- Still working on a document to give state and local officials about alpacas. Many localities are left to care for alpacas after emergencies (wildfires, floods, etc.) and know nothing of their needs. This would help that situation.
- We had an interesting discussion about chips and tags for exporting alpacas out of the US.
- As we relayed earlier, ELD enforcement delayed another 90 days (at least).

7.2 Judge Training and Certification Committee (JTCC): Hull, Williamson

JTCC met on March 14.

- Review of resume from Fleece Judge Apprentice Madeleine Fortmann. She will be scribing at Nationals with Amanda.
- Reviewed final verbiage for the Walking Fleece competition changes that were added to the Show Book.
- Reviewed judges that will be attending/re-certifying at the upcoming Judges Clinic.
- Main topic of discussion was the JTCC's letter to the board, and the response from the board regarding the free alpaca evaluations to take place at Nationals.
- Presented comparison study on double show data from 2015, 2016, and 2017. Ten shows will be added to this study at the end of the 2018 spring shows.

7.3 Judges Advisory Committee (JAC): Williamson
No report.

7.4 Show Rules Committee (SRC): Vigus
No report.

7.5 Fiber and Fiber Products Committee: Shouvlin

- The committee has met twice since the February board meeting, first on March 5 and then April 2. Ruth Fuqua provided updates on the Student Design Competition and was excited to report that there will be 30 schools and over 140 competitors participating this year. An email will be sent to the AOA membership requesting sponsorships for the students.
- Updates for the Natural Fiber Extravaganza were provided by staff. It was hoped that the website would be ready to accept applications for attendees soon after the National Halter Show. Staff reported that there has been good interest by vendors and that the schedule for speakers and workshop instructors is almost complete.

- The names of several potential new members for the committee were introduced. The committee asked that more information be provided before they could recommend anyone to the board.
- Chairperson Norm Johnson presented a draft of an article regarding the Extravaganza for placement in *Alpacas Magazine*. The final draft will be reviewed by the committee and sent on for publication.
- The concept of creating a brochure titled “Why Alpaca” was discussed and the group decided it would be more appropriate to create a webpage instead. The board liaison also asked the committee to review the recently discovered research that had been done by AOBA’s Fiber committee with an eye to what research should be considered next. The webpage and the future research tie together and the members are to individually review what has been accomplished and recommend what they think should be recommended going forward.

7.6 Alternative Products Committee: Butler

Committee is discussing putting together an educational brochure taking information from different resources regarding alpaca meat products. There was a discussion as to whether or not AOA should have a page on their website regarding alternative products for alpacas.

7.7 Membership Committee: Hasselbring

- De will be looking at the Membership Gift Certificate issue to see what might be able to be done.
- Discussed how we might improve marketing memberships to our members. Idea: brochure with benefits to let people know how the Association Membership can be of value to them.
- Everyone will review the articles on the AOA website under Education to see what needs to be revised/ updated, and what areas are missing that we should solicit articles for.

7.8 Affiliates Council: Greene
No report.

7.9 Ad Hoc Youth Committee: Shouvlin

- The committee finally found a date and time that works for all the members after several false starts. The committee met on the morning of Tuesday, April 10. After 2 members met with the SRC about Youth Halter classes, they discussed what was said at that meeting as well as a document that had been created by the SRC in 2016 as a proposal for Youth Halter classes. After coming to consensus on key points, the committee will be creating a formal proposal in response to the SRC recommendations for SRC and Board consideration.
- The committee will meet again Tuesday, May 1, to discuss Youth Halter and a Youth membership level.

7.10 US Alpaca Fiber Council: Synhorst
No report.

8.0 Meeting Wrap:

8.1 Contact the Board Update: None.

8.2 Action Items Review: Vigus captured and will forward to board.

8.3 Next Meeting: Tuesday, April 24, 2018.

8.4 Adjournment: Motion by Crocco. Motion carried unanimously. Adjourned at 8:06 p.m. EDT.

Submitted by Jeff Williamson, Secretary.