BOARD MEETING MINUTES

Our Mission:
Serve all Alpaca Owners Association Members to facilitate their success within the alpaca industry.
Our Vision:
A recognized and sustainable North American alpaca industry for alpaca owners, alpaca breeders and those who design, produce and sell alpaca related products and services.

Board of Directors:	Jennifer Hack, President	Wendy Dittbrenner, Vice President
	Lynn Eden, Treasurer	Sharon Milligan, Secretary
	Wini Labrecque, Director	Scott Miller, Director
	Jeff Williamson, Director	Rhonda Deschner, Director
	Michael Livingston, Director	

Executive Director: Robin Gifford

Meeting: Board Meeting, Monday November 21,2021 7:00 Eastern Time

1.0 **MEETING OPEN:**
Meeting opened at 7:05pm November 21, 2021 at 7:05pm Eastern Time.

2.0 **CONSENT AGENDA:**
Document reference, Oct. minutes vote ratified, Executive Director's Report, Dashboard, Social Media Stats, Committee Reports NOT needing discussion or action.
Motion to accept: Lynn, second: Jeff, approved 9-0.

3.0 **FINANCIAL REPORT:**
Document reference, Oct Financials, Year to Date Financials, Executive Financial Summary.
3.1. The major discussion occurred concerning this report occurred in the Strategic Discussion 1, which also included necessary voting.

4.0 **Strategic Discussion 1**: 2022 AOA Budget
4.1. Revenue for 2021 was the issue not expenses.
4.2. Losses with both National Halter Show and NFE, advertising income was substantially down, investments were slower than expected.
4.3. Very difficult to cut items from the budget however, two items were put forth, with the hope that changes in revenues from the National Halter Show and New Fleece Show programing will help considerably.
4.4. Providing on-line Registration Certificates only with no future mail out certificates. This will require a policy and procedures change. Motion: jeff second: Lynn approved 9-0 farm
4.5 Dropping Alpaca Magazine publication from 4 issues per year to 2 issues per year. This will make a substantial savings.
Motion to approve the 2022 Budget and 2021 Financial Report: Scott, second: Sharon, approved 9-0

5.0 **STRATEGIC DISCUSSION 2:** Technology/Show system technology.
5.1. Looking at the complete overall of our technology systems with the hope of bringing all technology in house. Robin has had preliminary discussions with computer experts who believe AOA could develope a better
overall system, at less cost, with greater control, while possibly providing a source of revenue for AOA.
5.2. The BOD gave Robin approval to move forward with additional discussions and attempt to bring back potential suggestions and potential moving forward plans.

6.0 **OTHER BUSINESS:**

6.1 Minimum entries required for consideration for Breeders Cup Competition and how Breeders Cup points are calculated.

6.1.a Breeders Cup minimums were voted on and passed, in May 2021, but not officially entered into the minutes. The minimums entries for Huacaya and Suri are, Heirloom Cup- 9, Vintage Cup-6, and Classic Cup-3.

Motion: Lynn, second: Scott, approved 9-0

6.1.b Total points earned by the farms top placing alpacas, once the minimums are met in each Breeders Cup category, will determine the winners. Farms may and are encouraged to enter more than the minimum numbers required.

Motion: Scott, second: Jeff, approved 9-0.

6.2. Earned Points by Small Breeders at Halter Show. It was brought to the Boards attention that small breeders were not receiving any points at show because class sizes were usually only one entry. A review showed that some shows were having greater participation than others and in fact some small breeders were making it into the Color Championships and winning. A suggestion to let things play out for this show season, including review at the end. It was also noted that members always have the option of entering the regular halter how classes.

6.3. Robin will establish a committee to finalize how the National Show Live Auction will be handled, including the Herdsire auction, and possible live alpaca donation or auction. Information will be brought to the BOD for approval.

6.4. 2024 National Halter Show Site Options. The location of the 2021 OK Blastoff Show was brought forward as a possible site. It was mutually agreed upon that similar type sites should be sought after and considered in order to reduce operating costs for AOA. (Location of OK Blastoff, Grady County Fair Grounds, 500 E. Choctaw Ave, Chickasha, OK 73018)

6.5. The date for the Dec 2021 BOD's meeting was confirmed as, December 27, 2021.

7.0 **ADJOURNMENT:** Meeting ended at 9:00pm Eastern Time

Motion: Scott, second: Lynn

Next meeting: December 27, 2021