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	Lynn Edens, Treasurer	Wini Lebrecque
	Michael Livingston, V. Pres.	Rhonda Deschner	Scott Miller
	Mary Miller, Secretary	Brian Houchin	Sharon Milligan

Executive Director: Robin Gifford
Guests Rebecca Gill

Meeting: Board Meeting - Monday, Aug 22, 2022; 4:04 PM Pacific– Virtual

1.0 Meeting Opening:
The meeting was called to order at 4:04 am Pacific time.
Jennifer welcomed the board and introduced new board members, Brian Houchin and Mary Miller.

2.0 Consent Agenda:
June minutes ratified, Executive 's Report, Dashboard, Committee Reports NOT needing discussion or action.
Motion to accept by Brian, send by Lynn approved 6-0

3.0 Financials:
Document ref: YTD and June financials, Executive Financial Summary
Lynn reported nothing out of the ordinary. Should be reserving funds in the 2023 budget for system upgrade.

4.0 Strategic Discussion: Current and Consumer driver website status with Rebecca Gill (Gifford)
Guest, Rebecca Gill, stated she has 20 years of building sites and SEO experience. Rebecca is concerned about starting a consumer website from scratch. She feels the consumer portion of the site should be part of the AOA site and the consumer will find the site with SEO and without paid promotion. This idea will be presented to the Marketing committee . Sub-committee of Marketing Committee to come up with the plan to present to the board, hopefully within the next month.

5.0 Strategic Discussion 2: NEFC Review and decision on 2023 (Hack)
Robin commented that the board and the office has gotten very good feedback on the NEFC from the people that attended. Final financials for NEFC should be final within 30 days. Opportunity to move the educational component of the show to different parts of the country. Wini stated the downside of splitting the fleece show from Education will reduce attendees to the fleece show. Vote to plan for next year - Brian motioned to continue Fiber and Education conf at the same facility and Mike second. 6-0 in favor

6.0 Other/Old Business
6.1 JTCC Supplement updates (Doc in dropbox folder) (Milligan)
Wini motions to accept, Mary to second, all in favor 6-0

6.2 Possible task force for Student Design (Gifford)
Robin - if we are going to continue with student design we need a task force to lead and manage. Wini was in agreement with this proposal and feels Ruth has done a great job over the years. An option for a junior version of this program was also put forward. Motion to create task force by Lynn and Wini second. Approved 6-0

6.3 Proposed changes to the Affiliates Policy (Gifford)
Wini motion to accept, Mary to second. 6-0 in favor

Adjournment

The meeting was adjourned at 5:45 pm Pacific time.

Next Meeting: September 26, 2022