Board Meeting Agenda

Our Mission

We advance responsible alpaca ownership and breeding through our world-renowned registry, comprehensive education, leadership, and vibrant member community. We build a community, *through member and volunteer support,* that ensures the long-term sustainability and success of alpaca livestock for current and future generations.

Our Vision

To be the definitive livestock model and global leader advancing all aspects of alpaca ownership—from breeding and health to fleece utilization and business development—while growing a thriving community that champions the alpaca industry's future.

Board of Directors

Jennifer Hack, President
Brian Houchin, Vice-President
Jason Gill, Treasurer
Michael Livingston, Secretary
Gina Glasscock, Director
Scott Miller, Director
Sharon Milligan, Director
Jay Penica, Director
Mike Walsh, Director

Executive Director: Robin Gifford

Meeting: Video Board Meeting
Thursday, October 9, 2025; 4:00 PM Pacific/7:00 PM Eastern

Summary:
This board meeting focused on strategic initiatives to address membership decline and enhance member value, including a comprehensive marketing plan that was unanimously approved. The discussion centered on a four-part strategy prioritizing retention first, followed by recapturing lapsed members, acquisition, and sustainable growth, with analysis showing membership could stabilize at 1425 members with a 90% retention rate. The board evaluated national show location options between Fort Wayne, Loveland, and Oklahoma, analyzing costs and regional attendance patterns with an urgent 24-hour deadline for the Loveland venue. Financial matters included approving a change in audit approach and renewing the DDC contract with new pricing for color code testing ($55 standalone, $110 bundled with parentage testing). Additional topics covered enhancing member value through insurance partnerships, committee recruitment needs, and website improvements to better showcase member benefits.

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1.0 Meeting Opening Hack

Call to order: 6:08pm Central Time

2.0 Strategic Goal 1: Leverage Marketing Houchin, Livingston, Miller, Gifford

2.1 Review and approve Membership Marketing Plan

- Focus: Retain, Recapture, Acquire, in that order.
- Motion to approve: Glasscock. 2nd: Milligan. Approved
- Need for AI Policy.

3.0 Strategic Goal 2: Fortify AOA's Financial Position Hack, Milligan

3.1 2027 National Show location: Loveland vs Ft. Wayne vs OK

- Lengthy discussion on future sites for the national show, with focus on Distance for Westerners vs Easterners to travel, number of farms likely to attend at each venue, marketing opportunities.
- Cost savings to go to Loveland, but anticipate fewer farms attending.
- Horse stalling in Loveland.
- Moved to look at other venues and resume discussion at next meeting.

3.2 Audit Proposal

- Move to accept Hayes & Assoc as AOA's new auditor: Gill. 2nd: Penica.
- Full audit this year. Move to a review next two years.

4.0 Strategic Goal 3: Enhance Member Value Gill, Glasscock, Penica

4.1 Review member retention analysis (in folder)

4.2 See support goal 2.1 See notes under 2.0.

5.0 Strategic Goal 4: Alpacas as a True Livestock Model Walsh

- AOA's role should focus on promoting the nutritional value of alpaca meat rather than creating business models, allowing entrepreneurs to define their own business model
- Penica framed the initiative as both an educational member benefit on ethical farm management and a way to encourage better breeding decisions.

6.0 Other Business: Hack

6.1 DDC Contract approval and 2026 Member fees

- Motion to extend DDC contract for three years: Houchin. 2nd: Glasscock. Approved.
- DNA cost went up but members won't be charged more this year.
- Color coat, once verified and available, will be $55.
- Bundle rate for Color Coat and Primary Parentage will be $110.
- Motion to approve above fees: Houchin. 2nd: Penica. Approved.

6.2 Committee member updates

Membership:

Alt Products: 1. Chris Alsup, VA 2. Christine Brown, CO 3. Gary Nace, PA (no disclosure sent in yet)

Education: 1. Jodi Larson, ID 2. Linda Bergstrom, UT 3. Claire Corney, NY

GirCom:

- Hack will ask Jason Brehm to serve on Alt Product.

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7.0 **Adjournment** 8:16pm Central Time Hack

Next regular meeting: October 27, 2025