Board of Directors Meeting Minutes

February 14, 2017

Board of Directors: Norm Johnson, President; Don Greene, Vice President; Vern Butler, Secretary; Joe Crocco, Treasurer; Steve Hull, Director; Andy Merriwether, Director; Bonnie Potter, Director; Laurel Shouvlin, Director; Mike Vigus, Director

Executive Director: Bud Synhorst

Meeting: Strategic Planning / Special Topics Meeting
Conference Call — February 14, 2017, 6:00 p.m. EST

Meeting Opening: Meeting called to order at 6:00 p.m. EST by President, Johnson.

1.0 Welcome:

2.0 Strategic Plan Items:

2.1 Marketing Strategy:

2.1.1 Review of Ad for USA Today: The deadline for submission of the ad is the end of the month. The board discussed the look and content of the ad draft. Several suggestions were made to improve the wording and graphic content of the ad. Synhorst will try to incorporate the feedback in a second revision and present it to the board in the next meeting.

2.2 Breed Standard:

2.2.1 Suri: Johnson reviewed his conversation with the Suri Network related to AOA member comments. The Suri Network would prefer that AOA presents the standard to membership as is rather than asking for comments. The board discussed the options and our responsibility to the members. The proper introduction and explanation of the existing Suri Standard will be crucial to a smooth review process. Shouvlin will develop a board approved preamble which will be shared with the Suri Network.

2.2.2 Huacaya: Johnson asked Synhorst to provide a link to a sample page that will eventually go to the membership. Synhorst will wait until we have a process defined for presenting the Suri Breed Standard. The board discussed how member comments will be acknowledged. The preamble that Shouvlin will develop will also cover the Huacaya Breed Standard.

2.3 Membership: Potter presented a summary of findings from the Membership Committee. They developed three recommendations to be presented to the board. The first recommendation was based on the committee's view that access to the online version of the *Alpacas Magazine* is a very important benefit. The recommendation is that more emphasis should be placed on this benefit by AOA staff and it should be highlighted in member benefit communications. The second recommendation is that some of the more detailed information should be restricted to association members. Synhorst will follow up to find out if there is any cost associated with this change. The third recommendation was to establish a camelid companion certification similar to the ILR. The ILR voted to collaborate with AOA on a similar program. Potter made a motion to have Shouvlin and Potter meet with the ILR camelid companion certification committee to work out the details of a proposal to establish an AOA camelid companion certification program in collaboration with ILR. Butler seconded the motion. Johnson stated that the committee should keep in mind how the benefit of this program will be communicated to members. Motion passed by unanimous vote (9 – 0). Greene asked if the committee has considered other membership levels and possibly having all classes of the members pay dues. The committee has looked at creating new membership levels but they have not considered fee changes for any of the existing membership levels.

3.0 Special Topics:

3.1 2017 AOA National Alpaca Show: Synhorst gave the board a budget update for the 2017 National Alpaca Show. The donated items are starting to arrive. The AOA staff will start promoting the auction items to create more interest. There was a suggestion to create a link for purchasing Gala Dinner tickets without going through the show registration system. This link should allow members and non-members to purchase tickets. A suggestion was made to include some other fun activities at the show as fundraising activities.

3.2 2018 AOA National Alpaca Show: Synhorst reviewed the current options for the 2018 AOA National Alpaca Show. The board will be presented with location options along with dates of affiliate shows at the next meeting. The board does not want the National Show to compete with our affiliate shows.

3.3 2018 Auction Re-branding: A few members have submitted an application to participate on this committee. Greene made a motion to accept the committee applicants presented to the board. Shouvlin seconded the motion. Motion passed by unanimous vote (9–0).

3.4 Judges Advisory Committee: The committee is looking for board approval of three replacements for members that are leaving the committee. Greene made a motion that we approve the recommended replacement members for the Judges Advisory Committee. Hull seconded the motion. The motion passed by unanimous vote (8–0, Shouvlin abstained).

3.5 Shining Star Award: Hull made a motion to enter executive session. Greene seconded the motion. The motion passed by unanimous vote (9–0). The board entered executive session at 8:08 p.m. EST. The board exited executive session at 8:19 p.m. EST. Shouvlin made a motion that we accept the consensus of what the board accomplished during executive session and that we announce the Shining Star Award at the AOA National Alpaca Show. Butler seconded the motion. The motion passed by unanimous vote (9–0).

4.0 Executive Director Update:

4.1 Travel: Synhorst traveled to Texas the previous weekend and met with several members. Synhorst will travel to North Carolina next weekend.

4.2 Election Committee: Synhorst had an initial meeting with the committee and Sheri Visani (AOA Attorney) to get them started.

4.3 Nashville AOA Office: Synhorst had a discussion with the Nashville staff about relinquishing the physical office and working remotely. Both members of that office are in favor of working remotely. Shouvlin made a motion to relinquish our office space in Nashville and setup the current Nashville employees to work remotely with proper investigation and advice from AOA Attorney Sheri Visani. Vigus seconded the motion. The motion passed by unanimous vote (9–0).

5.0 Meeting Wrap:

5.1 Action Items: Greene reviewed the action items.

5.2 Next Meeting: February 28, 2017—General Business Meeting

5.3 Adjournment: 8:54 p.m. EST, Hull made a motion to adjourn the meeting. Butler seconded the motion. The motion passed by unanimous vote (9–0).

Submitted by Vern Butler, Secretary