Government & Industry Relations Committee (GIRCom) MINUTES August 8, 2022

Committee Members: Bonnie Potter, Chair
Derrick Letsinger (absent)
Dr. Pat Long
Tom Petersen (absent)
Chris Sturgeon

Board Liaison: Mike Livingston (absent)

Staff Representative: Dan Huntley and Robin Gifford

The meeting was called to order at 7:36 pm EDT.

1.0 Meeting Opening

- 1.1 AOA News of Importance:
  - National Fleece Conference was a great event last month. Doing follow up survey but the feedback thus far is that it was well worth the time and money. May not offer live online again as it is too resource intensive and not well utilized. Better to record for later viewing. Attendance lower than expected but hope that will change next year with such positive feedback. Trying to change the culture of AOA as an organization that is more than just about registering alpacas, as education is so important and valued. Focused on marketing, NAFD and renewal strategy.

2.0 Health / Government Related

- 2.1 USAHA Alerts
  - Nothing specific to alpacas. Avian influenza still an issue. EEE, West Nile Virus have been seen in California and a few other states which is expected since they are transmitted by mosquitos. Oregon and Washington are implementing meat inspection program.

3.0 Unfinished Business

- 3.1 Website education review
  - Discussion about success of Agritourism and interest in learning more about Harvest Host and other such programs. Chris has had great success with the Harvest Host program with a big increase in profits from store sales. Interest in alpaca farms is rivaling wineries.
  - The Show Videos on the website are quite dated as they are AOBA videos, and one cannot see how the handler shows the teeth to the judge. They should be reviewed by the judges and updated with more focus on being better prepared in the show ring.
  - Discussion about AOA relationship with 4H and FFA. There is a youth committee, and they know it is important to be involved at the local and national level and that youth mentors are important. Board voted to allow performance alpacas to be shown without being registered.
  - Bonnie will be doing a zoom education discussion on Disaster Preparedness on August 17th, and Pat will be doing one on Alpacas 101.

4.0 New Business: Disaster Preparation draft eBlast circulated for review. Chris made a motion to approve with second by Pat. Motion carried.

5.0 Approval of Minutes: Pat made a motion to approve the minutes from 7/11/22; second by Chris. Motion carried.

6.0 Meeting Wrap

- 6.1 Bonnie reviewed the action items.

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- 6.2 The next meeting date will be on 9/12/2022.
- **6.3** Adjournment: The meeting was adjourned at 8:18 pm EDT.