Board of Directors Meeting Minutes

December 12, 2016

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 — December 12, 2016, 6:00 p.m. EST

Meeting Opening: Meeting called to order at 6:07 p.m. EST by President, Johnson.

1.0 Welcome: Johnson welcomed Bud Synhorst to the organization and his first AOA Board meeting in that capacity.

2.0 Budget Review and Approval: Crocco reviewed the updated 2017 AOA budget. Motion to approve the proposed 2017 budget was made by Crocco and seconded by Butler. The motion passed unanimously (9–0).

3.0 Strategic Plan Items:

3.1 Breed Standard: Vigus reported that the Suri Network passed their revised Suri Breed Standard. Their board will have to finalize its adoption and then will communicate with AOA to develop an understanding regarding its use by AOA. Several of the same individuals that developed the Suri Standard have been working on the Huacaya Standard for AOA using the same format. It is anticipated that their work will be complete soon, and the Board will make the initial draft of the Huacaya Standard available for AOA membership review and comment via the internet. The final version of the Huacaya Standard will then be put to the membership for a vote.

3.2 Membership Packages: Potter reported that the committee met December 7th. The committee is to work on Target Strategy 5 of the Strategic plan to increase AOA membership. Potter provided the committee members with the pertinent information from the Strategic Plan, the current AOA membership types and their benefits. After reviewing that information, the committee brainstormed about various ideas such as adding value to memberships with little or no additional cost to AOA.

Bud Synhorst left the meeting at 7:55 p.m. EST.

3.3 Marketing Strategy: Greene provided the Board with a document he created to assist the Board with Strategic Plan Target Goal 1 (Work to enhance the alpaca industry image across North America with the specific goal of attracting more people to the industry) and Target Goal 4 (Increase demand for alpaca fleece and fleece products throughout North America). It is his belief that we cannot afford to wait any longer to hire an advertising/marketing firm to assist AOA with marketing alpacas and alpaca products to benefit our industry and our membership. There was lengthy discussion about AOA's role in marketing and what AOA should be marketing. It was decided that Johnson and Greene would update Synhorst with the discussion and get his input before the Board discusses this any further.

4.0 Meeting Wrap:

4.1 Action Items: Greene reviewed the action items generated by the meeting.

4.2 Next Meeting: It was decided that due to the holidays, the Board would not meet again in December. The next meeting will be Tuesday, January 10, 2017, at 6:00 p.m. EST.

4.3 Adjournment: Motion to adjourn by Hull. The meeting adjourned at 8:44 p.m. EST.

Submitted by Vern Butler, Secretary