Board Meeting Minutes

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,* where we ensure 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
Monday, August 25, 2025; 4:00 PM Pacific/7:00 PM Eastern

1.0 Meeting Opening 6:03 pm Central Hack

2.0 Consent Agenda Hack

July email approval ratification, Executive Director's Report, Dashboard, Social Media stats and committee Reports NOT needing discussion or action.

- July Board minutes removed from the consent agenda and will be distributed via email for board review and voting.
- The board approved the consent agenda (excluding the minutes) following a motion by Glasscock and second by Miller.

3.0 Financial Report Gill

Document reference: July Financials, Year-to-date Financials, Executive Financial Summary

- Loss of approximately 200 members this year, coupled with transfer income at 47% results in revenue falling $21,000 below budget. However, actual to-day is $56,490.

4.0 Ins & Outs of Imports

- The board will prepare unbiased educational materials about registry/import options for members, laying out pros and cons while emphasizing registry protection.
- The board will proactively communicate to members that they're thoughtfully considering registry protection issues rather than waiting for questions to arise.

5.0 Other Business Hack

5.1 Branding Strategy Presentation Gifford

- The tagline *your home in the alpaca community* will be used consistently in AOA messaging and branding materials.
- The board approved the brand messaging document presented by Robin, allowing the team to proceed with implementation in marketing and communications.

5.2 Show Points Task Force 3.0 Miller

- The board voted to form a new task force to review the current show points model and explore or create alternative models.
- The board agreed that Hillary should be asked to chair the new show points model task force based on her previous leadership experience.

5.3 I Love Alpacas Gill

- Concerns expressed about duplication of efforts between AOA and the "I Love Alpacas" campaign, noting the industry is too small for such duplication
- Board is not prepared to take financial responsibility for the I Love Alpacas campaign, particularly regarding having funds funneled through AOA without oversight.
- The board will invite Elden to present at next month's meeting to discuss potential collaboration between AOA and the "I Love Alpaca" initiative.

5.4 Other

- The four organizational goals will be standing agenda items for future board meetings, with each subgroup reporting on progress.
- The board will hold two meetings per month instead of one to maintain focus on strategic goals and charges.
- The additional monthly board meeting will be held on the second Tuesday of each month, with the regular meeting remaining on the fourth Monday.

6.0 Adjournment 8:36 pm Central Hack

Next regular meeting: September 22, 2025