Board of Directors Meeting Minutes
March 14, 2016

Meeting: Special Meeting — Strategic Plan — March 14, 2016, 6:00 p.m. EDT

Board of Directors: Bonnie Potter, President
Scott Miller, Vice President
Laurel Shouvlin, Secretary
Mike Vigus, Treasurer
Julie Delaney, Director
Don Greene, Director
Steve Hull, Director
Norm Johnson, Director
Andy Merriwether, Director

Executive Director: Darby Vannier

Miller was unable to attend due to driving to the AOA National Show.

Meeting opened at 6:06 p.m. EDT.

1.0 Strategic Planning Meeting Items:

1.1 Strategic Plan Target Goal 1.3 (Define the various models/pathways that illustrate the pathways to making a profitable business.): Via email, Johnson provided the Board with a document where he listed numerous considerations that someone new to alpacas might ponder if they are interested in acquiring alpacas. The directors provided their comments and suggestions for edits and additions, and Johnson agreed to incorporate those thoughts into his revision.

1.2 Strategic Plan Target Goal 2.3 (Develop a breed standard for huacaya and suri and determine if show rules should be related more directly to those breed standards.): Vigus reports that the group working on the creation of the huacaya breed standard consists of Mike Safley, Cheryl Gehly, Amanda VandenBosch, and Jude Anderson. Members of the Suri Network are currently updating the breed standard for suris, and Vigus is not sure when that will be complete. It was the consensus of the Board that there could be an opportunity for the AOA membership to comment and offer suggestions before implementation of a breed standard occurs.

1.3 Strategic Plan Target Goal 4.3 (Develop a strong brand for North American alpaca/fleece products, including a "Certified Alpaca" model. Perhaps a motto.): Johnson suggested the creation of a National Alpaca Council similar to those for other fiber producers. He recommended that the council might consist of representation from AOA, ACOA, AFCNA, other coops, mini mills, and other entities who would then work together to improve the alpaca industry and promote the use of alpaca. Perhaps this group would jointly develop alpaca promotional material, creating a brand, and facilitating fiber collection. The Board felt this was a proposal worthy of pursuit and Johnson agreed to move forward with developing the outline for such a model.

1.4 Strategic Plan Target Goal 5.5 (Research the current membership levels to determine if they contain the services and functions needed by those levels, while also evaluating the overall cost which should be charged for those levels of membership): Shouvlin reported that she had sent an email to all of those who participated in the Strategic Planning Conference as well as all current committee members. The email included survey results, strategic planning results, current membership levels and costs, and a form on which they could provide their input. Only a few members have responded. The intent is to gather a few of those willing respondents into a brainstorming session to distill the information gathered into suggestions for the AOA Board to consider.

2.0 Meeting Wrap:

2.1 Action Items Review:

2.2 Next Meetings: March 28, 2016

2.3 Adjournment: Johnson moved to adjourn and the meeting ended at 7:11 p.m. EDT

Respectfully submitted, Laurel R. Shouvlin