Board of Directors Meeting Minutes

September 30, 2014

Meeting: Conference Call—September 30, 2014, 6:00 p.m. EDT

Board of Directors: Bonnie Potter, President
Dianna Jordan, Vice President
Laurel Shouvlin, Secretary
Julie Delaney, Treasurer
John Ferrante, Director
Steve Hull, Director
Wayne Jarvis, Director
Andy Merriwether, Director
Scott Miller, Director
Tom Petersen, Director

Executive Director: Darby Vannier

Marketing & Show Division Administrator: Margie Ault

Guests: Jeri Booher, Show Rules Committeer
Michelle Swango, Show Rules Committee

1.0 Meeting Opening: Meeting opened at 6:05 p.m. EDT.

1.1 Ratify Email Votes:

1.1.1 I move that we approve the July face-to-face minutes as amended (motion: Jordan/second: Merriwether). Motion passed 7–0 (votes not cast: Hull, Petersen, Jarvis).

1.1.2 I move that we award the non-affliate grant request for $700 to the West Virginia Fiber Festival (motion: Shouvlin/second: Miller). Motion passed 7–0 (vote not cast: Delaney, Petersen, Hull).

Ferrante moved to ratify the above email votes. Second was provided by Petersen. Motion passed 8–0 (Merriwether and Miller not on call).

Merriwether joined the call at 6:10 p.m. EDT, and Miller joined the call at 6:48 p.m. EDT.

2.0 Old Business:

2.1 Strategic Planning Update: Vannier has met with Leadership Resources, and together they have developed a schedule for proceeding forward with the Strategic Plan development. The Board agreed with the proposed schedule which will begin this month. The preparations for the development of the Strategic Plan will include member surveys, stakeholder surveys, and a retreat that will include the Board and several stakeholders.

2.2 National Championship—Next Steps: The Board is going to have Ault put together an implementation plan for Model 1, which was the model voted upon at the previous meeting.

2.3 Consolidation of AOA and ALCI Finances: Patrick Meyer from HBE Becker Meyer Love (our accounting firm) recommended that AOA leave the ALCI corporation and a small savings account in existence just in case the organization should require it to become active in the future. A motion to approve the recommendation of our CPA and Executive Director that an account be maintained for the ALCI corporation, but that all of the financial activity for that corporation be shifted from ALCI to AOA, was made by Jarvis and seconded by Petersen. Motion passed (10–0).

3.0 New Business:

3.1 Updates to Show Rules Handbook: SRC co-chairs Swango and Booher joined the call at 6:40 p.m. to answer questions and provide clarification on the changes to the Show System Handbook for 2015. Booher provided a brief explanation of the process of reviewing and amending the Show System Handbook occurs. Delaney raised a concern about language about the definition of the fawn color designation and the Chairs agreed to quickly take that to the SRC for edits and submit those edits to the Board for inclusion in the 2015 Handbook. After answering the Board's questions, Booher and Swango left the call. After further discussion, the Board asked Vannier and Potter to write specific changes to be placed in the Show Handbook by the SRC, and to get those changes to the Board for their approval, and submission to the SRC.

3.2 Meeting with AFCNA Discussion about Partnering: Vannier, Potter, and Jordan met with representatives of AFCNA, Wade Gease and other AFCNA Board members to discuss the potential for partnering in some way, potentially at the upcoming National Fleece Event. The AFCNA representatives suggested partnering on items such as sending emails out to our memberships for the other organization. AOA might also be able to assist with offering collection sites at shows although AOA's responsibility would only be promotion of and providing space for the collection, not running the collection itself. The Board felt that this was a concept to explore further.

3.3 James G. King Award & Shining Star Award: Vannier asked that the Board consider how we want to handle these two awards and the timing of their presentation (National Halter Show versus the National Fleece Show) in preparation for Board discussion at the next meeting.

3.4 National Fleece Conference: After investigating multiple potential locations across the US with emphasis on the western US. The proposed dates are the last weekend in June or the 2nd weekend in July. Later dates will potentially adversely affect the Suri Network Symposium. The Board discussed two options for Vannier to further investigate. After his research, those two options will be discussed at the next meeting.

3.5 Proposal from Camelid Community: This group would like to have a "Jamboree" in the Minneapolis, St. Paul area. It would be an educational event with a focus directed more to the public to promote alpaca and llamas. The group is asking the AOA Board to consider a loan not to exceed $4000 to assist them with putting on this event. Ferrante recommended that they might want to look at identifying 10 alpaca farm members to become involved in the event, which would enable them to apply for an AOA Non-affiliate Grant. Jordan moved that the AOA Board support their proposal up to $4000, Ferrante seconded (8–2 opposed Miller, Delaney).

3.6 *Alpacas Magazine* Discussion: Vannier had a meeting with Stephanie Pride of Able Publishing. Pride made him aware that there has been a policy that the magazine can't sell advertising for another species of livestock. After some discussion the Board decided that because advertising revenue is down, this policy (which Vannier has been unable to find in written form) is in need of revision. Concern was expressed that other livestock could compete with alpacas, and it was suggested that a limitation on the amount of advertising could be capped at some percentage of either the advertisement itself or within the entire magazine. Vannier will investigate this further.

3.7 JTCC Recommendation: The motion to approve new Fleece Judge, Robin Nasemann, was made by Miller, seconded by Ferrante, and passed unanimously (10–0).

3.8 Alternative Products Committee: Jarvis drafted a proposal for the creation and purpose of this ad hoc committee. Jarvis moved, Miller seconded, and the motion passed unanimously (10–0) that we establish the Alternative Products Committee with the following purpose: The purpose of this committee shall be to research, investigate, and study any and all possible non-textile revenue sources from alpacas and alpaca products, including but not limited to non-textile uses of fleece, hides, pelts, leather products, manure, animal food products, food products for human consumption, and any other possible uses of alpacas and alpaca by products. The committee will also identify individuals who are already producing, using or selling such products in order to communicate with them and glean as much information as possible about their experiences. The committee will attempt to evaluate the feasibility, profitability, limitations, legal concerns, production costs, existence of markets, potential for future markets, and any other information that might be useful to AOA members that wish to pursue the possibility of non-traditional revenue sources from their alpacas. The committee shall have five members. Vannier will send out an eblast asking for member volunteers as per the AOA Policies and Procedures.

4.0 Committee & Other Reports: Potter mentioned that all of the committee applicants for the various committees were notified by Potter and Vannier as to whether they were or weren't placed on a committee.

4.1 Government and Industry Relations Committee (GIRCom): Potter reported that the 2014 Farm Bill has similar language to the 2008 bill about livestock, but it does not have the sentence that specifically includes alpacas (and bison and other species) in the definition of "livestock." Potter contacted the Secretary of Agriculture to be sure alpacas are still included. The response, received July 21, confirmed that alpacas are still considered livestock.

The committee continues to follow Vesicular Stomatitis disease that has occurred in TX and CO, which has had an effect on movement of animals from those states to other states. The MERS virus continues to be a concern. A study has shown that 0.5% of cattle are persistently infected with BVDV. Dr. Long mentioned that the alpaca industry has been commended for doing a good job of dealing with this virus.

In the USAHA Alerts there continues to be discussion about use of antibiotics and building antibiotic resistance. Recent research found that if a lipid-based membrane is breached, it might solve antibiotic resistance problems. High level meetings are schedule to discuss antibiotic resistance, including at the White House.

The Veterinary mobility act was passed and signed by the President. This is critically important to mobile veterinarians because it corrected previous legislation which prohibited mobile vets from carrying any drugs other than what was required for cases specifically scheduled. The previous law would have impeded the ability of veterinarians to handle emergencies or unexpected situations.

Dr. Long will once again attend the USAHA meeting, representing the camelid industry.

IRS Farm Audits — Some farms are getting substantial penalties ($5,000 in at least one case) for not filing 1099's. It gets a bit sticky when a breeding male is co-owned. One farm performs the breeding and collects the breeding fee, but it is split between two or more owners. GIRCom Member, Smoker, is working on lessons learned to share with our members.

4.2 Judge Training and Certification Committee (JTCC): Miller reported that the JTCC is working on the planning of the certification clinic in December.

4.3 Judges Advisory Committee (JAC): Delaney reported that the committee met in September and discussed the AOA Judging Services Contract.

4.4 Show Rules Committee (SRC): Shouvlin reported that the committee has been meeting twice a month to complete the review and edits of the Show System Handbook. That process continues for hopeful completion in October.

4.5 Fiber and Fiber Products Committee: Jordan reports that the committee met September 15th. Much of the time was spent introducing themselves, reviewing the relationship of the committee to the Board, and discussing the projects the AOA Board would like the committee to begin working upon, including the Student Design Competition, a review of the show rules that apply to Fiber related competitions, and the development of innovative ways to showcase the work of fiber artisans. Next meeting is scheduled for October 6th.

4.6 Compensation Review Committee: Potter would like to get the committee together in the next month. Vannier established a dropbox file for the members of the committee.

5.0 Financial Report:

5.1 August Financials: Delaney reviewed the August financials for the Board.

5.2 Investment Review: Vannier reviewed the investment portfolio of the AOA.

6.0 Meeting Wrap:

6.1 Contact the Board Update: Potter reported that there were no new contacts.

6.2 Next Meeting: The next Board meeting will be October 27, 2014, 6:00 p.m. EDT.

6.3 Adjournment: Miller made the motion to adjourn and the meeting concluded at 9:30 p.m. EDT.