Board Meeting Agenda

Our Mission

Champion the unique qualities of alpacas and encourage responsible breeding and care to ensure a thriving and sustainable alpaca industry.

Our Vision

AOA is the leading authority on alpaca ownership, breeding, and registration while fostering a strong community of alpaca enthusiasts.

Board of Directors

Jennifer Hack, President	Brian Houchin, Vice-President	Jason Gill, Treasurer
Kerri Harting, Secretary	Rhonda Deschner, Director	Gina Glasscock, Director
Mary Miller, Director	Sharon Milligan, Director	Mike Walsh, Director

Executive Director: Robin Gifford

Meeting: Video Board Meeting
Monday, August 26, 2024; 4:00 PM Pacific/7:00 PM Eastern

1.0 Meeting Opening Hack
Present: JH, JG, KH,GG, SM, MM, MW

2.0 Consent Agenda Hack
July email approval ratification, Executive Director's Report, Dashboard, Social Media stats, Committee Reports NOT needing discussion or action.
Motion - Gina; 2nd - Jason

3.0 Financial Report Gill
Document reference: July Financials, Year-to-date Financials, Executive Financial Summary
Reviewed the financials. The high cost of providing a printed magazine and our tech is negatively impacting our financial bottom line. Need to analyze.

4.0 Strategic Discussion: The Future of NEFC Hack
Reviewed financials and testimonials/survey. Very positive. NEFC made a profit this year. Discussed the importance of providing high level education, networking opportunities and fun for those new to alpacas and to veteran owners. Vote to continue with NEFC: Motion - Mike; 2nd - Gina

5.0 Strategic Discussion: Opening the Registry: Pros vs Cons Walsh
Lengthy discussion was had about the pros and cons of opening the Registry. It is understood that there is a desire to import, but there are many different facets to consider, including implication for the US National Herd, the AOA Registry, high cost, and risk of potentially introducing a lesser gene pool, etc.

6.0 Other Business
6.1 Strategic Summary approval Hack

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Summary of strategic goals from the July planning meeting approved.

6.2 Technology update Gifford
Moving forward with Grassroots at this time. Ironing out details before signing contracts. AOA's registry platform is quite possibly the most robust of any registry out there, but cost prohibitive.

6.0 **Adjournment:** *Motion Jason, 2nd: Sharon* Hack
Next meeting: September 23, 2024