# Board of Directors Meeting Minutes

**December 29, 2014**

**Meeting:** Conference Call — December 29, 2014, 6:00 p.m. EST

**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

**1.0 Meeting Opening:** Meeting opened at 6:05 p.m. EST with Ferrante and Jarvis absent. Hull joined at 6:07 p.m. EST.

**1.1 Ratify Email Votes:** The following email votes were made after the October board meeting.

**1.1.1** I move that we approve the AlpacaGram announcing the strategic planning survey (motion: Jarvis/second: Hull). Motion passed (8–0, votes not cast: Delaney, Merriwether).

**1.1.2** I move that we approve the November minutes (motion: Jordan/second: Ferrante). Motion passed (7–0–3; votes not cast: Delaney, Jarvis; abstain: Miller).

**1.1.3** I move that we approve the AlpacaGram for GIRCom announcing upcoming vet conferences (motion: Merriwether/second: Petersen). Motion passed (10–0).

The motion to ratify the above 3 email votes was made by Miller, seconded by Jordan, and the motion passed 7–0 (3 absent from call).

**2.0 Old Business: WAIVED**

**3.0 New Business:**

**3.1 2015 Budget:** In advance of the meeting, Vannier provided the Board with the 2015 proposed AOA Budget. Lengthy discussion followed. 2014 has shown a loss in revenue that exceeded the expectations of Vannier and the Board. New registrations were lower than expected, show registrations were down, and benefactor programs were less than budgeted for.

Vannier explained that there is little to cut without having an adverse effect on member services. He also explained that losses would have been larger if the organizations had not merged. The 2014 National Show was also profitable. Vannier is concerned that there is little money left for marketing and PR.

It was decided that the Budget would be tabled until the January meeting so that additional information can be gathered and the final financials for 2014 will be available. There was general consensus that AOA needs to increase member participation in the Benefactor Programs to create revenue for marketing. The Board also felt that we need to better educate our members that memberships only generate enough money to pay for running the organization, and that no revenue is left from membership fees to put toward national marketing.

AOA also needs to be certain our members better understand that every dollar of theirs spent advertising in magazines other than *Alpacas Magazine* are dollars that profit individuals, not AOA national marketing, and that those publications are sent only to current alpaca breeders that subscribe to that magazine. The alpaca enthusiasts who contact AOA receive a recent copy of *Alpacas Magazine* and the *Alpaca Owners Guide*. Additionally, *Alpacas Magazine* is available to over 5000 alpaca breeders online.

**4.0 Committee & Other Reports:** Vannier provided an update on the formation of the Election Committee.

**5.0 Financial Report: WAIVED**

**6.0 Meeting Wrap:**

**6.1 Next Meeting:** January 5, 2015—Strategic Planning Meeting, January 26th, 2015—Regular Meeting

**6.2 Adjournment:** Miller moved to adjourn 8:05 p.m. EST.

Respectfully submitted, Laurel R. Shouvlin