Board of Directors Meeting Minutes

April 11, 2017

Board of Directors: Norm Johnson, President; Don Greene, Vice President; Vern Butler, Secretary; Joe Crocco, Treasurer; Steve Hull, Director; Andy Merriwether, Director; Bonnie Potter, Director; Laurel Shouvlin, Director; Mike Vigus, Director

Executive Director: Bud Synhorst

Meeting: Strategic Planning / Special Topics Meeting
Conference Call—April 11, 2017, 6:00 p.m. EDT

Others Present: Sheri Visani

Proceedings: Meeting called to order at 6:04 p.m. EDT by President Johnson.

1.0 Welcome:

2.0 Election Committee Process/Results: Shouvlin made a motion to enter into executive session, Potter seconded the motion. The motion passed by unanimous vote (9–0). The board entered into executive session at 6:06 p.m. EDT.

The board exited executive session at 6:51 p.m. EDT.

3.0 Strategic Planning Items:

3.1 Breed Standard Plan: Johnson reviewed the current status of talks with the Suri Network regarding the use of the Suri Breed Standard. The Suri Network does not want AOA to ask for member comments on the Suri Breed Standard at this time. A board member questioned whether AOA should present a Huacaya Breed Standard to our membership if there is a possibility that it could be tied to the yet undefined agreement with the Suri Network and we haven't defined those terms yet. The board discussed whether the Suri Network technically has the right to copyright the standard content and/or format. A board member asked if there was a written agreement in place to allow for use of the Suri Breed Standard as a template for the Huacaya Breed Standard. To date there is no written agreement in place. Shouvlin will reach out to the Suri Network president to get a list of terms for an agreement to use the Suri Breed Standard.

3.2 Strategic Plan Task Review: Johnson reviewed the strategic plan goals and current efforts to support each of these goals. Johnson suggested that we review these goals in the next few weeks and make appropriate changes as to where we focus our efforts as a board and as an organization.

Synhorst reviewed a proposal to enter an agreement with American Farmer Television. AOA will have full editing capability for the show. The licensing will be owned by AOA so it can be reproduced and used as we see fit. A 30 second commercial is part of the package that can play on CNN, Discovery, or Fox News. We will get 50 spots that can be prime time or morning in any market we want to promote it in. This will create some media inventory of a 30 second commercial, a 6–8 minute infomercial and a 30 minute production about the industry.

A board member suggested that the proposed American Farmer television program is in line with many of the strategic goals. Another board member suggested that although this is a good opportunity but we should start to develop a cohesive marketing plan. We have already taken on a one off approach with the *USA Today* advertisement and this will follow that same pattern. The marketing plan should include what we are marketing, who we are marketing to, and how can we measure success. It was noted that although we don't have a marketing plan in place these one off marketing efforts are opportunities to see what works and what doesn't. If we approve this program the marketing budget will be overspent by about $10k this year.

A board member expressed concerns over the expenditure and also who will be picked to represent the industry. No board members or committee members should be chosen to make sure there is no member perception of favoritism. The choice should be farms that are making money in the alpaca business and represent the industry in a beneficial way.

Vigus made a motion to accept the RFTV proposal and move forward, Hull seconded the motion. The motion

passed by unanimous vote (9–0).

4.0 Special Topics:

4.1 2019 and Beyond National Show and Auction: In response to a request for guidance Potter referred the board to the minutes of September 2015, the board gave direction that the National Show should be held at the same date and venue every other year, alternating between east and west. The fleece show is supposed to be in the opposite half of the country each year. Synhorst suggested that we try to lock in locations for the National Show for the next 5 years. The board discussed possible venues for future shows. Synhorst will inquire about possible future venues and report back to the board.

4.2 2017–2018 Board Retreat: Shouvlin reviewed the past process for board retreats. The question was asked as to whether this is a budgeted expense. A board member suggested that we should wait until the new board members are seated and make a decision at that point. A suggestion was made to spend an additional day or two in Sacramento and send the new board members to Lincoln for orientation. Waiting for the new board members may create a crunch for time so this decision should be made sooner rather than later. The decision was made to have the new board members and the president come into Lincoln for orientation and to have board members go to Lincoln a day later for a board retreat. The dates will be determined in the near future. Shouvlin made a motion that the board should have a retreat in Lincoln in late August through mid September (date to be determined), Crocco seconded the motion. The motion passed by unanimous vote 8–0 (Greene absent).

4.3 Political Support/Consulting: Johnson spoke about the possibility of Synhorst doing some political consulting. He stated that it will not affect his ability to do his AOA job. He estimates it will require about 10–15 hours per month. This was discussed during the employment contract negotiation when AOA hired Synhorst. A board member expressed a concern that there may not be enough time in the day to handle this. Synhorst reassured the board that this is not going to affect his performance as the Executive Director. The board appreciated Synhorst's candor and gave him permission to accept the additional outside responsibilities with the understanding that should the additional work interfere with his obligations to AOA, that he would immediately terminate the consultant job.

5.0 Executive Director Update:

5.1 Executive Director Update: The clipping service we subscribed to has produced a number of media postings already. This type of data would have been helpful with situations such as the Senator Flake media attack on the alpaca industry. A board member suggested that we may want to collect more data when the members are renewing their membership. Maybe this could be part of the next rollout from our technology contractor.

6.0 Meeting Wrap:

6.1 Action Items: Greene reviewed the action items.

6.2 Next Meeting: April 25, 2017 — General Business Meeting

6.3 Adjournment: 9:21 p.m. EDT Hull made a motion to adjourn the meeting. Butler seconded the motion. The motion passed by unanimous vote (9 – 0).

Submitted by Vern Butler, Secretary