Board Meeting Minutes

Board of Directors:	Vern Butler	Joe Crocco	Don Greene
	Patty Hasselbring	Steve Hull	Andy Merriwether
	Laurel Shouvlin	Mike Vigus	Jeff Williamson

Executive Director: Bud Synhorst

Meeting: Board Meeting
Board member notification provided via email
Details of meeting time and conference code access were documented in the agenda placed in Dropbox by Bud Synhorst
Conference call, May 22, 2018, 6:00 p.m. ET

Board Members:
Present: Don Greene, Laurel Shouvlin, Patty Hasselbring, Jeff Williamson, Mike Vigus, Joe Crocco, Vern Butler
Absent: Steve Hull, Andy Merriwether
Quorum present? Yes

Others Present: N/A

Proceedings:
· *Meeting called to order* May 22, 2018 at 6:05 p.m. ET by President Greene

1.0 Approve Minutes:

1.1 April 10, 2018: Motion by Shouvlin; second by Hasselbring. Approved 6-1-2. (Abstain Greene, Absent Merriwether & Hull)

1.2 April 24, 2018: Motion by Shouvlin; second by Hasselbring. Approved 7-0-2. (Absent Merriwether & Hull)

2.0 Financial Report:

2.1 National Halter Show: $39K ahead of budgeted income. Vendors, sponsorships and auction were all ahead of budget. Expenses were about $24K below budget. Total show net profits are about $98K with about $1,100 still to come in.

2.2 Finances: Registry income is up about $6,500 over budget. Show income is behind budget due to show season not being complete yet. Advertising income is up $10K over budget. Benefactor income is up $16K over budget. Membership income is up a little over budget. Total income is up $40K over budget YTD. Income expenses are up about $5K over budget due to registry income being up. Magazine expenses are on budget. Employee expenses are down $6K under budget. Bank fee are down $18K under budget. Total expenses are down $70K under budget. We are about $350K in the black YTD. Checking account balance is currently $418K as of the end of April.

3.0 Old Business:

3.1 Extravaganza Update: Registration opened yesterday (May 21st). Vendor registrations are already at 25 with other various registrations already coming in. Calls being made for the different sponsorship levels. Full schedule for the event is on the website.

3.2 James G. King Award Selection: The board nominated 9 individuals, then each director voted on their choice with a clear winner being selected. Motion was made by Hasselbring, Second by Butler to accept this nomination. Approved 7-0-2. (Absent Merriwether & Hull)

3.3 Membership Survey Update: There were 643 responses, with about 95.8% of those being paid members. 13% of the responses were owners, 28% were registry members, with the bulk of the responses from association members at 59%. The membership committee will be reviewing the results in detail and then report back to the board with some recommendations to move forward with.

3.4 Member Benefit discussion/proposals re: fees & dues: Hasselbring presented some ideas to discuss for possible revisions to membership levels, benefits, fees, etc. Will review the survey results to help with this process as well. The board to further discuss/review at a future meeting.

3.5 Approve Member Survey – re: opening registry: Additional recommendations for changes were made. A revised version of the survey will be sent out for approval by email, and ratification at the next board meeting.

3.6 Strategic Plan Status update: Motion was made by Hasselbring to accept the proposal presented by Kevin Ochsner from Agcellerate to facilitate the Strategic Planning process with the Board of Directors. Second by Shouvlin. Approved 7-0-2. (Absent Merriwether & Hull)

4.0 New Business:

4.1 Discussion re: Judges and conflicts: Shouvlin to put together a document to forward to both the SRC and JAC for feedback on the issues discussed regarding conflicts with the judges and showing.

4.2 Discussion re: Welcoming new breeders at shows: Hasselbring brought up the topic of AOA directors & affiliates making sure that new breeders feel welcome at the shows/events.

4.3 From the board: Motion was made by Hasselbring to approve the "From the board" email. Second by Williamson. Approved 7-0-2. (Absent Merriwether & Hull)

5.0 Executive Director Update:

5.1 Dashboard: Uploaded to Dropbox

5.2 Other update items: Synhorst posted document to Dropbox recapping his show visits, expenses and income generated from the AOA booth at shows. Greene and Synhorst have reached out to Avid Design for a marketing proposal to the alpaca industry regarding alpacas and alpaca products, not AOA. Review of this proposal will be discussed at the next board meeting.

6.0 Committee and Other Reports

6.1 Government and Industry Relations Committee: No report

6.2 Judge Training and Certification Committee: No report

6.3 Judges Advisory Committee: The only item of new business discussed was regarding the SRC request for a JAC discussion and input regarding Junior Handler competitions at AOA shows.

6.4 Show Rules Committee: No report

6.5 Fiber and Fiber Products Committee: The committee met on May 7th. Updates on the Extravaganza and Student Design Competition were given. It is exciting that participation in the Student Design Competition are growing each year and that the AOA membership has provided both financial and materiel support.

The committee is currently reviewing past research performed on alpaca fiber. A list of desired research has been generated and the committee is in the process of narrowing down that list to 3 potential research projects. The committee will be researching the cost of doing the research for a final proposal to send to the AOA Board for hopeful approval. It is hoped that the research could be supported by member sponsors as well as by AOA.

6.6 Alternative Products Committee: No report

6.7 Membership Committee: No report

6.8 Affiliates Council: No report

6.9 Ad Hoc Youth Committee: The Youth Committee met on May 1st. The committee spent its time reviewing a letter to the SRC in response to the SRC's suggestions regarding Youth Halter Classes. The AOA Board has been provided with a copy of that letter.

There was additional discussion regarding the Youth Membership level and the committee will be putting a formal proposal together for the AOA Board to review and hopefully approve for the 2019 membership year.

6.10 US Alpaca Fiber Council: No report

7.0 Meeting Wrap

7.1 Contact the Board Update: N/A

7.2 Action Items: Vigus captured and will forward to board.

7.3 Next Meeting — Tuesday, June 26, 2018

7.4 Adjournment **-** Motion by Vigus. Motion carried unanimously. Adjourned at 9:01 p.m. ET.

Submitted by Jeff Williamson, Secretary.