Board of Directors Meeting Minutes

September 26, 2016

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

Meeting: Monthly Business Meeting
Conference Call — September 26, 2016, 6:00 p.m. EDT

1.0 Meeting Opening: Meeting called to order at 6:03 p.m. EDT, by President Johnson.

1.1 Ratify Email Votes: Johnson reviewed the following email votes. Hull made a motion to ratify the following email votes, Greene seconded the motion. Motion passed by unanimous vote 9–0.

1.1.1 I move that we expand the ad hoc youth committee and add Stephanie Glyptis to this committee. (Motion: Shouvlin/Second: Merriwether) Motion passed 8–0 (Vote not cast: Butler).

1.1.2 I move that we replace Laurel Shouvlin as chair of the ad hoc membership committee with Bonnie Potter. (Motion: Shouvlin/Second: Merriwether) Motion passed 7–1 (No: Greene, Vote not cast: Butler).

1.1.3 I move that AOA place advertising for the AOA executive director position in the Omaha newspapers. (Motion: Merriwether/Second: Hull) Motion passed 9–0.

1.1.4 I move that we approve the eblast to recruit members for the ad hoc membership committee. (Motion: Shouvlin/Second: Johnson) Motion passed 8–0 (Vote not cast: Butler).

1.1.5 I move that we approve placing a 14-day advertisement on the Lincoln newspaper's online site and on monster.com. (Motion: Shouvlin/Second: Greene) Motion passed 8–0 (Vote not cast: Butler).

1.1.6 I move that we approve the "From the Board" AlpacaGram. (Motion: Shouvlin/Second: Johnson) Motion passed 8–0 (Vote not cast: Butler).

1.1.7 I move that we approve the Request For Proposal seeking vendors for AOA's 2017 National Auction at the national show in Denver, Colorado. (Motion: Hull/Second: Merriwether) Motion passed 9–0.

2.0 Financial Report:

2.1 Financials: Crocco reviewed the current financial statement. Registrations, income and expenses are all down. Registrations of 4+ year old animals and retests are up. The board discussed the timing of various revenues and expenses versus the month to month budget. Many of the event related revenues and expenses don't fall within the month they were budgeted so the financial statement will reflect that difference in timing. Crocco and Johnson will get an updated version of the budget. *Alpacas Magazine* advertising is also down for the year. The board received a proposal from Deb Hill that will be discussed in the October business meeting.

2.2 Dashboard: Johnson reviewed the dashboard report. Although many of the tracked items were down the registered participants for Alpaca Farm Days was up. We also saw an increase in lead purchases, eblast purchases, and *Alpaca Owners Guide* farm advertising.

3.0 Old Business:

Considering the nature of the discussion Johnson suggested we go into executive session. Greene made a motion that we enter executive session. Merriwether seconded the motion. The motion passed 9–0.

3.1 Executive Director Search Update:

The board entered executive session at 6:20 p.m. EDT.

The board entered executive session at 8:15 p.m. EDT.

Merriwether made a motion that the board invite the two leading candidates we have identified to come to Lincoln for interviews pending background checks and discussions with them. Hull seconded the motion. The motion passed 9–0.

3.2 Alternative Products Responses/Recommendations: Butler presented the list of applicants for the Alternative Products Committee and suggested that the list seemed to include members who had applied for other committees. The point was also raised that none of the prior committee members were listed and they might not know they needed to re-apply. Butler will reach out to the past members of the committee to see if they are still interested in participating. Johnson will request a new list of applicants that represents only those members interested in the Alternative Products Committee.

3.3 EPD discussion with member: Merriwether spoke with a member who had previously contacted the board about forming a scientific committee. The member feels that this committee could suggest possible improvements to the EPD system and usage. The suggestion was made that the board should consider forming the committee at a later date. The board revisited the topic from a prior meeting where we decided to establish a scientific panel that can be consulted when needed. Merriwether will contact Dr. Enns about a related item involving a possible new EPD trait. Johnson will draft a response to the member as it relates to forming a scientific committee.

4.0 New Business:

4.1 Purpose of AOA Affiliate: Johnson discussed the intent of the AOA affiliate program as defined in the AOA policy, 07-03 AOA Affiliate Organizations. The policy states that the intent of the affiliates is to provide better communication across the regions and facilitate increased alpaca awareness through regional events. The focus of the affiliate is to work as an independent regional organization to help deliver on the purpose and mission of AOA including promotion of alpacas, provide education about the operation of sustainable alpaca businesses, promote and market alpaca fiber and products, and provide a regional communication network for alpaca owners. The point was made that the document seems one sided and we need to communicate the value of being an AOA affiliate.

In light of the upcoming leadership council meeting the board would like to use the opportunity to strengthen the relationship between AOA and its affiliates. In an effort to achieve this the suggestion was made that board re-work this policy to add information about what AOA can do for the affiliates and how the combined effort can help the industry. These benefits include items such as discounted advertising for events, encouraging members to join local affiliates, discounted eBlasts, PR support and other benefits covered in the last leadership council meeting. Johnson stated that he will work on this document and update it with the information discussed.

5.0 Committee and Other Reports:

5.1 Government and Industry Relations Committee (GIRCom): Potter stated that the committee will meet Wednesday, September 28.

5.2 Judge Training and Certification Committee (JTCC): Hull provided the following summary report to the board from the JTCC meeting on September 14.

A letter about the Best Head class was sent to the board and the JTCC was waiting for a response. Hull informed the JTCC how busy the board was with the ED replacement process. Since the Best Head class is not immediately critical to the JTCC for inclusion into the 2017 handbook, the JTCC does not require a response to the letter.

The Total Immersion Fleece Clinic went very well and all that attended felt it was superb. The attendees and the JTCC appreciated and expressed their thanks to Johnson for being present to observe. Based on feedback from the Total Immersion Fleece Clinic, the JTCC and JAC are planning a joint meeting to reevaluate the point distribution on the fleece worksheet and scorecard to ensure that they are aligned with product research, development, and processing.

The Fleece and Spin-Off Judge Certifications were approved including the following:

- Achieving AOA Certified Fleece Judge Status: Mary Miller, Sonia Perron
- Achieving AOA Senior Fleece Judge Re-certified Status: Cheryl Gehly, Jude Anderson, Diana Timmerman
- Achieving AOA Fleece Judge Re-certified Status: Nick Harrington-Smith, Arturo Pena, Stephanie Glyptis, Wade Gease, Glen Finbow, Ken Hibbits, Kathy Klay, Winifred Labrecque, Sharon Loner, Sara Jane Maclennan, Robin Nasemann
- Achieving AOA Spin-Off Judge Status: Winifred Labrecque, Stacy Heydt, Judy Glaser, Elizabeth Taylor, Karen Kinyon, Andrea Candlish-Nissen, Gabrielle Menn, Judy Keske.

Apprentice Halter Judge qualification resumes are being collected for the December clinic.

There was a discussion of cost versus utility regarding judge clinics. This topic will be discussed further at January 2017 meeting.

The JAC sent a request to the JTCC to reorder (no change to scoring numbers, just the order) Fleece Show Judge's worksheets and score cards (both suri and huacaya). This request was approved.

The JTCC will be meeting Wednesday, September 28.

5.3 Judges Advisory Committee (JAC): Vigus stated that the committee met on Tuesday, September 13. The code of conduct was updated and will be discussed at the upcoming joint JAC and JTCC meeting.

5.4 Show Rules Committee (SRC): Vigus reviewed a couple of topics that were discussed by the committee in relation to possible handbook changes.

5.5 Fiber and Fiber Products Committee: Johnson stated that there was no meeting in September.

5.6 Alternative Products Committee: Butler will follow up as stated above in section 3.2.

5.7 Leadership Council: Johnson stated that the committee will meet next Tuesday.

5.8 AFCNA Update: Hull stated that there has not been a meeting recently. AFCNA has cancelled their fall clip collection. The board discussed how we can best help our members in light of this development. We will direct members to the fiber resources portion of the AOA website where there are listings for businesses that use raw fiber. The communication to members might also include a message about the fiber council and how we are working to support the fiber industry.

5.9 Ad Hoc Youth Committee: Shouvlin provided a written update for the youth committee. The Ad Hoc Youth Committee met on the evening of September 14. Prior to this first meeting, Sarah Donahoe and Maryann Mahaffey resigned from the committee due to other commitments. After brief introductions, the committee discussed how to proceed and decided upon creating a youth manual. This will be written in a manner understandable to youth with greater emphasis placed on fleece and fiber and alpacas as livestock. The committee will meet again on September 28.

5.10 Ad Hoc Membership Committee: Potter stated that we need a few more applicants for the committee and recommended that we re-send the eBlast. Laurel will also check with current members to see if they wish to continue on the committee.

6.0 Meeting Wrap:

6.1 Action Items Review: Greene.

6.2 Next Meeting (October 10, 2016—Strategic Plan/Special Topic Meeting): Johnson.

6.3 Adjournment: 9:15 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