BOARD MEETING MINUTES

Our Mission:
Serve all Alpaca Owners Association Members to facilitate their success within the alpaca industry.
Our Vision:
A recognized and sustainable North American alpaca industry for alpaca owners, alpaca breeders and those who design, produce and sell alpaca related products and services.

Board of Directors:	Jennifer Hack, President	Wendy Dittbrenner, Vice President
	Rhonda Deschner, Treasurer	Sharon Milligan, Secretary
	Mike Vigus, Director	Wini Labrecque, Director
	Jeff Williamson, Director	Char Johnson, Director
	Brian Houchin, Director	
Executive Director:	Robin Gifford	

1.0 **Meeting Open:**

Meeting was called to order by President Jennifer hack at 7:08pm Eastern time.

2.0 **Consent Agenda**

April email approval ratification, Executive Directors Reports, Dashboard, Social Media Stats, point system email vote ratification, committee reports not needing discussion or action.
Robin added that Election participation is down considerably as only 26% of the membership have voted. Fiber Standard Passed.
Motion to approve, Jeff. Second Rhonda. Passed 7-0, two absent.

3.0 **Financial Report**

Presented by Rhonda.
April stats show us in the Red primarily to budgeted revenue vs actual revenue for the National Halter Show.
Total net income is 88% of budgeted income.
Investments are up.
Membership and animal registrations are up.
NFE registrations are down with the hope the Covid restrictions being reduced will help people feel more comfortable to participate.
Advertising income is down.
Mazuri has decided to become a “Title Sponsor” for the National Halter Show.

4.0 **Strategic Discussion**

4.1 Point System and Breeders Cup review, Points calculation, Farm Size, Invited Champions.

Point System and Breeders Cup will use the same Farm size designations, which includes total number of breeding females under the age of 15yrs. Small Farm

Suri 1-15, Medium Farm Suri 16-29, Large Farm Suri 30+, Small Farm Huacaya 1-20, Medium Farm Huacaya 21-37, Large Farm Huacaya 38+.

Board approved motion that s**et** the number of points in the Invited Class at 6pts for 1st, 5pts for 2nd, and 4pts for 3rd.

4.2 Review of the Strategic Questions for Annual Meeting.

Tabled for further clarification of the data by Robin with email discussions to follow.

5.0 **Discussion Concerning creation of a Marketing Committee.**

For membership it would be for education and direction.
For AOA specific needs and direction. Example would be Branding the American Alpaca.
Motion by Rhonda, Second by Char passed 7-2, 2 absent

6.0 **Notification of Patty Hasselbring's resignation as Membership Committee**
Motion to approve Sarah Donahoe as the **new** Chairperson.
Motion Mike, Second Jennifer, passed 7-0, 2 absent.

7.0 **Adjournment**
Motion by Mike at 8:30pm Eastern
Next meeting June 28,2021