Board of Directors Meeting Minutes

July 13, 2015

Meeting: Special Meeting — Revenue Generation, July 13, 2015, 6:00 p.m. EDT

Board of Directors: Bonnie Potter, President
Scott Miller, Vice President
Laurel Shouvlin, Secretary
Mike Vigus, Treasurer
Julie Delaney, Director
Don Greene, Director
Steve Hull, Director
Norm Johnson, Director
Andy Merriwether, Director

Executive Director: Darby Vannier

Meeting opened at 6:04 p.m. EDT.

1.0 Specific Topics:

1.1 Strategic Planning: Vannier presented the Board with a document that provided the prioritization of the goals of the Strategic plan as listed by the Strategic Planning Conference participants. Because the Board has not had a chance to review this document in advance of the meeting, it was decided that the Board would review it in order to discuss it at the next Board meeting in two weeks, and then provide input as to its organization and the prioritization of the individual strategies.

1.2 Revenue Generation: In mid-April of 2015 a Board member sent the other Board members a letter with ideas on how to generate more revenue for the organization. From that list, several were discussed further by the Board:

1.2.1 Increasing the fee for transfers was met with some favor, for it meant that a sale had occurred and that there would be some money generated by the sale to cover the cost of paying the transfer.

1.2.2 Recruiting donated alpacas to be auctioned at all major live auctions (not silent or online auctions) to benefit the AOA marketing campaign was well received. A director suggested that personal recruitment for donations from the Board members would be very helpful to that process.

1.2.3 The need to increase AOA membership numbers was mentioned. Two directors stated that all Board members need to be focused on recruiting new members and asking former members to renew their memberships.

1.2.4 Holding a lottery or selling the naming rights for the National Shows was discussed. Vannier and AOA Attorney Visani will look into the laws and restrictions of the state of Colorado with regard to lotteries.

1.2.5 Different levels of membership such as 4H, fiber, etc. Because the Strategic Plan includes this topic, it was decided that the Board will leave it for future discussion.

1.2.6 There was discussion about increasing prices for all services. It has been many years since fees were increased. Two directors expressed strong concern about disenfranchising our members, for while discussing merger, it was asserted that fees charged to the membership would stay the same. They fear that this will have a negative backlash affecting everything from membership renewal to participation in AOA programs.

1.2.7 Seek sponsorships for the EPD program to help defer its cost to the organization which is $7,000 to $12,000 per year. There was lengthy discussion regarding instituting charges for utilizing the EPD program. Proponents for charging expressed that it is a service of the organization and should be paid for by those that use it (those that submit samples). Two directors were concerned that charging will markedly reduce participation thereby adversely affecting the quality of the data produced. One director also expressed that the EPD program is one means by which we legitimize our industry to other livestock entities, and that we should be very careful not to adversely affect it.

1.2.8 There was discussion about opening the registry to AI and ET. Doing so would create an opportunity for AOA registered alpaca genetics to “travel to other countries”. The idea was proposed to create an ad hoc committee to explore AI and ET.

1.2.9 A director sent an email in mid-July suggesting several ideas to generate interest and traffic to the AOA website. If these ideas were placed one at a time, it could possibly create a steady flow of traffic.

It was proposed that the Board establish a task force to come up with hard and fast recommendations for revenue generation to the Board for consideration. Board members suggested that Strategic Planning participants and members who may have approached the Board formally or individually could be utilized to explore some of these ideas presented above as well as new ones they generate as a task force. The motion to form a task force to identify and develop ideas to create revenue for AOA, headed up by Miller and Greene, with each Board member submitting suggestions to Miller and Greene for task force members was made by Vigus and seconded by Miller. Motion passed (9–0).

2.0 Meeting Wrap:

2.1 Next Meeting: July 27, 2015, 6:00 p.m. EDT.

2.2 Adjournment: Motion to adjourn was made by Miller. The meeting adjourned at 8:17 p.m. EDT.

Respectfully submitted, Laurel R. Shouvlin