Board Meeting Minutes

Our Mission

Champion the unique qualities of alpacas and encourage responsible breeding and care to ensure a thriving and sustainable alpaca industry.

Our Vision

AOA is the leading authority on alpaca ownership, breeding, and registration while fostering a strong community of alpaca enthusiasts.

Board of Directors

Jennifer Hack, President	Brian Houchin, Vice-President	Jason Gill, Treasurer
Michael Livingston, Sec	Rhonda Deschner, Director	Gina Glasscock, Director
Mary Miller, Director	Sharon Milligan, Director	Mike Walsh, Director

Executive Director: Robin Gifford
Guests: Elden Harms, Rebecca Gill
Dr. Jeri Booher, Margie Ault

Meeting: Video Board Meeting
Monday, September 23, 2024; 4:00 PM Pacific/7:00 PM Eastern

1.0 Meeting Opening — Hack

Meeting called to order at 5:04pm MNT

- Michael Livingston welcomed back to the board and elected secretary, GIRCOM liaison.
- Mike Walsh marketing liaison

2.0 Consent Agenda — Hack

August email approval ratification, Executive Director's Report, Dashboard, Social Media stats, Committee Reports NOT needing discussion or action.

- Motion to accept: Houchin. Second: Gill. All in favor.
- Jason Gill pulled out membership from the consent agenda. Concern over decrease in membership. Special meeting was called to discuss the issue.
- Motion for special meeting: Glasscock. Second: Deschner. All in favor.

3.0 Financial Report — Gill

Document reference: August Financials, Year-to-date Financials, Executive Financial Summary

- Monthly finances are flat, but YTD we are in the black.
- Discussed show entry fees change for later discussion.

4.0 Affiliate Project: Presentation — Elden Harms/Rebecca Gill

- Harms and R. Gill presented a potential marketing campaign. The proposed campaign aims to create public awareness, highlight alpaca fiber benefits, educate the general public, and connect interested individuals with resources.
- Funding for the campaign would come from affiliates, member farms, and potentially associated businesses, with a general ledger account at AOA proposed to manage funds.

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- The initial budget and ongoing maintenance requirements still need to be determined as does oversight and content contributor requirements.

5.0 Other Business

5.1 SRC Rule updates — Dr. Booher/Ault

- The board discussed implementing Roan classification in fleece shows, deciding to group Roans with gray alpacas for consistency with halter shows.
- Championship numbers for fleece and walking fleece classes will be adjusted to match those of halter classes, ensuring consistency across categories.
- The Small Breeder class parameters were set to registered females 18 months to less than 15 years, aligning with the nominal breeding age of alpacas and providing consistency across AOA terminologies, e.g. show points categories.
- Motion to accept changes: Deschner. Second: Glasscock. All in favor.

5.2 Review: Policy 04-05 Name Changes — Hack

- Motion: Milligan. Second: Walsh. All in favor to change Policy to disallow all name changes once an animal is registered.

5.3 Technology update — Gifford

- Delays in transition that need to be confronted.

6.0 Adjournment Motion: Glasscock. Second: Houchin. All in favor. — Hack

Next regular meeting: October 28, 2024