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, Pres	Brian Houchin, VPres	Jason Gill, Treas(absent)
Michael Livingston, Sec.	Rhonda Deschner, Dir	Gina Glasscock, Dir
Mary Miller, Dir	Sharon Milligan, Dir	Mike Walsh, Dir

Executive Director: Robin Gifford

Meeting: Video Board Meeting
Monday, November 25, 2024; 4:00 PM Pacific/7:00 PM Eastern

1.0 Meeting Opening Hack

Call to order: 6:05 CDT

2.0 Consent Agenda Hack

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

Consent Agenda Approval. M: Houchin Second: Milligan. All in favor

3.0 Financial Report Gill

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

Revenue is significantly off, primarily due to a decrease in advertising income. Membership and registry income are also down slightly. Despite the current month's shortfall, year-to-date revenue is still 5% above budget.

3.1 Budget Decisions:

- **Magazine**: Jason recommends ceasing publication immediately. Messaging will be important. Not taking away a benefit; rather, bring members something more timely, focused and advertisers more public publicity. The cost is getting prohibitive. Decision to look at options for a digital-only magazine or move to a monthly, digital newsletter format. RFP needed.
- **Show Fee**: Cost to provide staffing for show certification + support, judge training, super training, technology, awards and travel to shows each season. Fee currently

covers most training and awards, but not staffing and tech. More tech and support needs coming with our own show registration program. Show Fees: M: Milligan Second: Glasscock All approve to raise show fees from $6 to $8 beginning with the 2025 show season.

- **NEFC 2025** Momentum vs cost to relocate. Plan to look at alternative venues, analyze costs and determine in November whether to move forward in 2025 or take a gap year and plan well for 2026. Plan to incorporate educational components into the National Show and online webinars to compensate for the potential absence of NEFC in 2025.

4.0 Strategic Discussion: Registry consideration. Hack

See ***Breed Up*** from Jason. Similar to GR ***Listed*** alpacas.

Plan to investigate the listed alpaca concept while being cautious to protect the existing registry and membership value. GR has a program in place for BAS that deals with Listed alpacas - no DNA test required, lower cost.

5.0 Other Business

5.1 Policy 04-05 Name Changes for verbiage Hack

Policy on NAME CHANGES: Add “original” to registrant and email for approval.

Committee discussions:

Youth committee is being asked to format a print piece to encourage/solicit 4-H/FFA to include alpacas as livestock in their animal and fleece competitions.

5.2 Technology update Gifford

The project's budget currently does not include the cost of data conversion. The exact conversion cost will be determined after the vendor reviews all of the organization's data, highlighting the importance of thorough data cleanup before submission.

Once the conversion cost is determined, it will be added to the budget and included in the contract. The contract will be presented to the board for review and voting before moving forward with the project.

The new website design will shift focus from being member-driven to being more public-facing. The goal is to excite potential new members about alpacas and guide them through a journey to learn more.

6.0 Adjournment – M: Houchin/Second: Glasscock 7:57 CDT Hack

Next meeting: December 23, 2024