Board of Directors Meeting Minutes

October 27, 2014

Meeting: Conference Call — October 27, 2014, 6:00 p.m. EDT

Board of Directors: Bonnie Potter, President
Dianna Jordan, Vice President
Laurel Shouvlin, Secretary
Julie Delaney, Treasurer
John Ferrante, Director
Steve Hull, Director
Wayne Jarvis, Director
Andy Merriwether, Director
Scott Miller, Director
Tom Petersen, Director

Executive Director: Darby Vannier

1.0 Meeting Opening: Meeting opened at 6:05 p.m. EDT with all board members in attendance.

1.1 Ratify Email Votes:

1.1.1 I move that we approve the August minutes as amended (motion: Jordan/second: Miller). Motion passed unanimously (10–0).

1.1.2 I move that we appoint Dianna Jordan to serve as the AOA Board Liaison to AFCNA (motion: Shouvlin/second: Petersen). Motion passed (9–0, abstention: Jordan).

1.1.3 Motion to ratify the email votes was made by Hull, seconded by Ferrante, and carried unanimously (10–0).

2.0 Old Business:

2.1 Strategic Planning Update & Discussion about Stakeholder Stipend: Potter and Vannier informed the Board that the Strategic Planning Retreat has been scheduled for the weekend of February 7th and 8th. The officers of the Board met with Leadership Resources on October 21st and reviewed the Board's expectations for the Strategic Planning process. They discussed the question of how many stakeholders to invite, as well as the timing and development of a survey to be sent to the entire AOA membership for their input so that the Board will be better able to identify areas the membership would like the organization to plan for. The survey will also be designed to help identify individuals that may be interested in participating in the retreat. A second survey will be created utilizing material gleaned from the first survey. This survey will be sent to the invited stakeholders for more detailed input and clarification. It is hoped that the AOA membership survey will go out by November's end. No location has been selected for the retreat at this time, although Vannier and staff are actively exploring and narrowing down the options.

2.2 National Fleece Conference Update: Vannier and staff have investigated several locations and hotels in Denver, and a contract is being developed for a specific hotel. Hull moved and Jordan provided the second that the conference be held June 27th and 28th in Denver, Colorado. Motion carried unanimously (10–0).

2.3 Online Software Update: Vannier reported that the new website software will be launched in early December. Membership renewal will be launched first and registration for Nationals will start in early January. Vannier reports that this has been an extremely challenging exercise. Trying to bring all of the elements from each organization together has been time consuming and tedious. He is pleased to report that the new software will be tablet friendly, giving members access with iPads and other tablets. This member convenience required that there be two designs, one for tablet and one for regular computers. Some of the current website pages will be down temporarily during the conversion to new website software.

2.4 EPD Update: Vannier reports that Dr. Enns thinks the current EPD run will be completed this week.

3.0 New Business:

3.1 Executive Session — Executive Director Employment Agreement: The motion to move into executive session with Vannier invited to attend was made by Petersen, seconded by Ferrante and passed (10–0). Motion to leave executive session was made by Jordan, seconded by Hull and passed (10–0). Motion to approve the Executive Director Employment Agreement as written was made by Ferrante, seconded by Miller and the motion carried unanimously (10–0).

3.2 Updates to Show Rules Handbook: The changes to the language for fawn colored alpacas was made by the SRC and submitted to the Board for review. Motion to approve the language change was made by Jordan and seconded by Miller. The motion passed (8–2 Delaney and Ferrante opposed). Note: The remainder of the show rules handbook was approved by the Board at a previous meeting, but the Board will have a final vote of approval when the entire document is complete in the next few weeks.

3.3 James G. King Award & Shining Star Award: After brief discussion the Board decided that the James G. King Award would be presented at the National Fleece Conference and the Shining Star Award would be presented at the National Halter Show.

3.4 *Alpacas Magazine* Proposal—The Number of Issues Published: Vannier provided a review of options for the *Alpacas Magazine* in terms of the length of each issue as well as frequency of publishing. It is his recommendation to reduce the number of pages in the magazine to 96 and to increase the number of issues to 4 per year.

3.5 *Alpacas Magazine* Proposal—Printer: Vannier reported that over the last 10 years the number of issues required for the membership has been decreasing. At this point we are printing 3,500 copies per issue. Obviously the number of issues printed affects the cost of printing per issue dramatically. Vannier investigated several different printers. Switching printers will save AOA approximately $20,000 per year. It is Vannier's recommendation that we switch printing companies to a company that will provide a better price with a very similar product in terms of quality.

Motion to accept Vannier's *Alpacas Magazine* proposals as presented above was made by Petersen, seconded by Miller, and passed unanimously (10–0).

3.6 Selection of Alternative Products Committee & Liaison: Vaniner was pleased to report that 18 individuals submitted applications to serve on this committee. After lengthy discussion, Petersen moved and Ferrante seconded to have the following slate of members serve on the Alternative Products Committee: Eric Stoneberg, Mary Forte, Brad Delaney, Casey Ashlin, and Wayne Dorbrand. The motion carried unanimously (10–0). Ferrante moved and Merriwether seconded to appoint Wayne Jarvis to serve as the Board Liaison to the Alternative Products Committee. Motion carried unanimously (10–0).

3.7 Selection of new SRC Member: After reviewing all of the applications for the vacated SRC seat, the SRC at its last meeting recommended that Myndee Jung fill the position. Motion to have Myndee Jung serve on the SRC was made by Miller, seconded by Jordan. Motion carried unanimously (10–0).

4.0 Committee & Other Reports:

4.1 Government and Industry Relations Committee (GIRCom): Potter reports the committee met October 1st. The committee is still collecting lessons learned from member interactions with the IRS. The USDA recently published a document that has alpacas at the top of the list, thereby validating that alpacas are considered livestock by the USDA. Mosquito borne illnesses are slowing down as the weather cools cross the country. Vesicular stomatitis continues to be an issue in Texas and Colorado. The committee is beginning work on creating business models for members to use for developing income streams from their alpaca fiber.

4.2 Judge Training and Certification Committee (JTCC): Miller reports that the committee is focused on preparations for the biannual Judge Certification Clinic. The committee is also seeking to add a new member due to the departure of a current committee member. Vannier will be starting the process of replacing that member soon.

4.3 Judges Advisory Committee (JAC): Delaney reports the committee met October 7th and spent time discussing the AOA Judging Services Contract and the judge calibration process.

4.4 Show Rules Committee (SRC): Shouvlin reports that the committee is still working on completion of the 2015 Show System Handbook. They spent a large portion of the last meeting discussing the requested changes to the definitions of the fawn classes (see Item 3.2).

4.5 Fiber and Fiber Products Committee: Jordan reports that the committee will be meeting again next week. In its last meeting, the committee decided that Ruth Fuqua will be heading up the Student Design Competition. The committee is also working on updating the Resource Directory.

4.6 Compensation Review Committee: Potter reports that the committee has not met, however there are documents available for the committee to review on Dropbox, and a meeting will be scheduled soon.

5.0 Financial Report:

5.1 September Financials: Delaney and Vannier reviewed the financials for September and the year to date. They report that registrations and transfers are down even more than was anticipated.

6.0 Meeting Wrap:

6.1 Contact the Board Update: Potter reported that there were no contacts.

6.2 Next Meeting: Monday, November 24, 2014, 6:00 p.m. EST.

6.3 Adjournment: Motion to adjourn Miller, meeting ended at 9:15 p.m. EDT.