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:	Shauna Brummet, President	Rhonda Deschner, Treasurer	Wini Labrecque, Director
	Jennifer Hack, Vice President	Karen Ball, Director	Sharon Milligan, Director
	Patty Hasselbring, Secretary	Wendy Dittbrenner, Director	Mike Vigus, Director

Executive Director: Robin Gifford

Guest: Jeri Booher, Chair, Show Rules Committee

Meeting: Monday, November 23, 2020

1.0 Meeting Opening

1.1 Welcome – Meeting called to order 7:01 PM Eastern Time by President Brummet

1.2 Celebrations – Hack led discussion of things to celebrate.

2.0 Consent Agenda

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

Motion to accept consent agenda. Moved by Hack. Second by Ball. Motion carried 9-0.

3.0 Financial Report

Deschner presented the financial report.

4.0 Strategic Discussion: Membership Level Refresh

Hasselbring and Gifford presented information about the membership refresh information formulated by staff and Membership Committee. Discussion of recommendations of Membership Level Proposals and feedback.

Consensus by the board to undertake the process of revised membership levels along with proposed timeframe for development.

5.0 Strategic Vote: Show Rules Book and SRC Motion regarding "Shall" or "May."

Discussion: Deschner presented the recommendations prepared by the Show Rules Committee. Board discussed.

Motion made to use the term "may", per the Show Rules Committee recommendation, and Board asks the Show Rules Committee to revisit this during the upcoming year and make recommendations in order to make show rules more consistent in the future. Moved by Hack. Second by Dittbrenner Motion carried 9-0

Show Rules Book revisions: Geri Booher joined meeting to explain the recommended changes to the show book.

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Motion to accept revisions as presented by the Show Rules Committee. Moved by Ball. Seconded by Miligan. Motion carried 9-0

6.0 Other business

6.1 Sponsorship Benefits – Title Sponsorship for the National Show question.
Vote on Grand Island contract. Return to Denver in 2023

Executive Director Gifford shared that she is pursuing a three-year title sponsorship for the show. 2021 Grand Island contract is accepted by venue and by AOA.

Motion to accept the contract with Grand Island for the 2021 National Show. Moved by Vigus. Second by Milligan. Motion carried 9-0.

Return to Denver in 2023. Motion to move back to Denver in 2023. Moved by Vigus. Seconded by Milligan. Motion carried 9-0

6.2 Fleece Show Committee Review – ref. Laurel Shouvlin's letter to the BOD
Discussion of recommendations made.

Motion to re-start the ad hoc fleece task force to look at increasing participation in traditional fleece shows, while undertaking the recommendations made by Shouvlin. Moved by Ball. Second by Deschner. Motion carried 9-0.

Ball will work with Executive Director Gifford to develop an AlpacaGram recruiting volunteers for this task force.

6.3 Naming of two task forces for shows.

Point system for shows. Members were recommended for this task force. Mission of the task force is to explore the merits of using a point system for alpaca shows and/or farms involved with halter shows, and, if determined to be desirable for AOA, to recommend a potential model for using a point system.

Motion made to invite the identified people to serve on the task force and the recommended chair, and to ask the Task Force to suggest a time frame for completion of their work. Moved by Hack. Second by Hasselbring. Motion carried 9-0

Showing non-registered alpacas in fleece end product competitions. (Skeins, fiber arts, walking fleece, fleece competitions) Task Force mission to explore the benefits of this and whether it would be recommended. Following discussion, Board agreed to place this on hold for now. Moved by Hasselbring. Second by Milligan. Motion carried 9-0.

6.4 Nominations for 2021 election committee
Board is asked to contact potential recommendations for the election committee and email those names to the whole board.

7.0 Adjournment

Meeting adjourned at 9:21 pm Eastern by President Brummet.

Next meeting: December 28, 2020