Board of Directors Meeting Minutes

January 10, 2017

Board of Directors: Norm Johnson, President; Don Greene, Vice President; Vern Butler, Secretary; Joe Crocco, Treasurer; Steve Hull, Director; Andy Merriwether, Director; Bonnie Potter, Director; Laurel Shouvlin, Director; Mike Vigus, Director

Executive Director: Bud Synhorst

Absent: Steve Hull

Meeting: Strategic Planning / Special Topics Meeting
Conference Call — January 10, 2017, 6:00 p.m. EST

Meeting Opening: Meeting called to order at 6:05 p.m. EST by President, Johnson.

1.0 Welcome: Welcome back after the holidays.

2.0 Strategic Plan Items:

2.1 Marketing Strategy: Greene, Johnson, and Synhorst met as a follow-up to the marketing discussion from the prior meeting. Synhorst reached out to some of his marketing contacts and met with Cindy Berman Morrow (AOA Public Relations Consultant). Synhorst is planning to capitalize on marketing opportunities during his visit to the AOA National Alpaca Show and other regional shows. He would also like to use social media and internet based tools such as podcasts. Synhorst reached out to Deb Hill (Editor of *Alpacas Magazine*) to discuss marketing opportunities in *Alpacas Magazine* and also looked at other publications. Synhorst would like to revive the executive director blog with the AOA membership.

2.2 Breed Standard:

2.2.1 Suri: Jill McElderry-Maxwell from the Suri Network contacted Johnson as to the intention of AOA regarding the Suri Breed Standard that was recently approved by the Suri Network. The board discussed what actions should be taken and how the membership should be involved. Based on the conversation Shouvlin made a motion that the board will present both the Suri and Huacaya Breed Standards to the membership simultaneously for comment. Merriwether seconded the motion. There was discussion about the process and time frame for feedback from the membership. Synhorst will research possible forums for feedback and the time frame was determined to be 14 days. The motion passed 8–0 (Hull absent). As a follow-up to this motion Potter made a motion that after the board approves the Breed Standards, they will be presented to the membership for a vote. Shouvlin seconded the motion. The motion passed 8–0 (Hull absent). Johnson drafted a response to the Suri Network that he will modify based on the discussion and get board approval before sending.

2.2.2 Huacaya: Vigus presented a draft of the Huacaya Breed Standard. The board discussed the level of detail and content of the Huacaya Breed Standard. When compared to other Breed Standards this is a well written and appropriately detailed description of traits. The suggestion was made to add references to other Breed Standards so that the membership can see how complete the Huacaya Breed Standard really is. The board consensus for the time frame of distribution and feedback for the Huacaya and Suri Breed Standards will be the first two weeks of February.

3.0 Special Topics:

3.1 2017 AOA National Alpaca Show: Synhorst presented possible options for the timing of the Gala Dinner and auction. The board discussed these options to insure success and maximize participation. In a previous meeting we decided to separate the Gala Dinner from the auction but logistically that may not be possible. The topic of auction content was discussed at length. All board members gave some input as to what they thought might make the auction a success but the emphasis was on being creative with the auction items and keeping the atmosphere entertaining and fun for the members. The desired number of auction items was stated as less than 20 and the time frame should be less than an hour. The board provided the following direction to Synhorst:

- Find out if we can combine the entertainment with the auction and decide on an auctioneer.

- Explore opportunities to create the best value for members in terms of the Gala Dinner (the current ticket price is already a very good value compared to dinner in any of the local venues).
- Synhorst to work with Crocco to acquire items for the auction.
- Work with the donors to market the auction items.

3.2 Election Committee: Johnson suggested a process to select the Election Committee members. The board reviewed the list prior to the meeting and made suggestions to narrow the list. The suggestion was made to keep the committee size to five members and to make sure that a prior member is part of new committee. The suggestion was also made to select an alternate in case one of the members declines. Each board member reviewed their suggestions and preferences. After the discussion each member stated their choices for the Election Committee. The list of choices will be given to Synhorst so he can contact the potential committee members. Vigus made a motion to accept the list of Election Committee members as selected by the board and to have Synhorst contact the candidates in order to finalize the committee members. Greene seconded the motion. The motion passed 8–0 (Hull absent).

3.3 2018 Auction Re-branding: Johnson asked the board how they want to get started with the AOA National Alpaca Show Auction re-branding effort. The suggestion was made that a committee should be formed to work on this effort. Another suggestion was made to wait until after the 2017 auction event so we can use the information gleaned from the event to help with the re-branding effort. The discussion topic changed to selection of a venue for the 2018 AOA National Alpaca Show. Synhorst informed the board that the AOA staff are continuing to evaluate several locations for the 2018 venue and the board should have information to review within the next 30 days. Johnson talked about the outline he created for the committee. Crocco volunteered to take the lead in the effort to form this committee.

3.4 Shining Star Award: Johnson asked the board what process we want to follow for this year related to the Shining Star Award. Potter gave a brief history of how and when the award was presented. The board consensus was that we give the Shining Star award at the AOA National Alpaca Show and the James G. King award at the National Fleece Conference. Synhorst will send out an email to the membership looking for nominations for the Shining Star Award. The nominations will be due back to AOA on the 1st of February.

4.0 Executive Director Update:

4.1 First 30 Day Review: Synhorst updated the board with current statistics related to membership renewals. The auditors will be in the office two weeks from now and they will need copies of all of last year's meeting minutes. Synhorst raised the topic of electronic voting software. The recommendation from Synhorst and the AOA staff is Election Buddy software. If AOA selects this software, the affiliates will have the opportunity to use the same software at a reduced rate. Johnson asked questions about the pricing model for using the software such as do we pay per election or is it a straight subscription model. Shouvlin made a motion to allow Synhorst to move forward with the recommended "Election Buddy" electronic voting software. Greene seconded the motion. The motion passed 8–0 (Hull absent). Synhorst asked what the process is for distribution and approval of the audit draft. Potter will research the past process and relay the information to Synhorst.

5.0 Meeting Wrap:

5.1 Action Items: Greene reviewed the action items.

5.2 Next Meeting: January 24, 2017—General Business Meeting

5.3 Adjournment: 9:34 p.m. EST, Shouvlin made a motion to adjourn the meeting. Butler seconded the motion. The motion passed by unanimous vote 8–0 (Hull absent).

Submitted by Vern Butler, Secretary