Board of Directors Meeting Minutes

May 9, 2016

Meeting: Special Meeting — Strategic Plan — May 9, 2016, 6:00 p.m. EDT

Board of Directors: Bonnie Potter, President
Scott Miller, Vice President
Laurel Shouvlin, Secretary
Mike Vigus, Treasurer
Julie Delaney, Director
Don Greene, Director
Steve Hull, Director
Norm Johnson, Director
Andy Merriwether, Director

Executive Director: Darby Vannier

Meeting opened at 6:10 p.m. EDT. Andy Merriwether was unable to attend.

1.0 Strategic Planning Meeting Items:

1.1 Strategic Plan Target Goal 1.3 — Business Models (Define the various models/pathways that illustrate the pathways to making a profitable business.): Via email, Johnson provided an edited copy of a draft of the Business Model document. The consensus of the Board was that it is ready for presentation to the membership. Motion to send the document to the office for final edits was made by Greene, seconded by Hull and passed unanimously 8–0 (Merriwether absent).

1.2 Strategic Plan Target Goal 2.3 — Breed Standard (Develop a breed standard for huacaya and suri and determine if show rules should be related more directly to those breed standards.): Vigus forwarded the completed huacaya breed standard as drafted by AOA Judges Anderson, VandenBosch, Gehly, and former Judge Safley. The format is similar to the standard developed by the Suri Network. The Board will review the Huacaya Breed Standard before the next meeting. If both are acceptable, the two standards (suri and huacaya) will be sent simultaneously to the AOA membership for comment. It was noted that the Suri Network has already asked for their membership's input on the suri standard and that AOA sent an eblast for the Suri Network asking the AOA membership to comment.

1.3 Strategic Plan Target Goal 4.3 (Develop a strong brand for North American alpaca/fleece products, including a "Certified Alpaca" model. Perhaps a motto.): Johnson reported that creating a brand has been temporarily put on hold until a decision is made about whether an Alpaca Council will come into being. Johnson felt that should a council be created, it should be the council that develops the U.S. brand. It is hoped that there will be a meeting at the National Fleece Conference in July of some of the leadership from various alpaca product entities that could be involved in the council and explore this concept.

1.4 Strategic Plan Target Goal 5.5 (Research the current membership levels to determine if they contain the services and functions needed by those levels, while also evaluating the overall cost which should be charged for those levels of membership): Shouvlin reported that the Membership Work Group met on May 2nd to discuss the current membership levels and consider the addition of others. The group had previously provided input on a brainstorming document that had been sent to all Strategic Planning participants and current AOA Committee members. Using those brainstorming results, the group quickly identified a strong interest in pursuing a Youth Membership, as well as a membership that focuses on fiber and products. They will be meeting again on May 18th.

2.0 Meeting Wrap:

2.1 Action Items Review:

2.2 Next Meeting: May 23, 2016

3.3 Adjournment: Miller moved to adjourn at 6:56 p.m. EDT.

Respectfully submitted, Laurel R. Shouvlin