Board of Directors Meeting Minutes

September 26, 2017

Board of Directors: Don Greene, President; Mike Vigus, Vice President; Jeff Williamson, Secretary; Joe Crocco, Treasurer; Vern Butler, Director; Patty Hasselbring, Director; Steve Hull, Director; Andy Merriwether, Director; Laurel Shouvlin, Director

Executive Director: Bud Synhorst

Meeting: Monthly Business Meeting
Conference Call — September 26, 2017, 6:00 p.m. EDT

Absent: Steve Hull

Others Present: Deb Hill for agenda item 1.0.

Proceedings: Meeting called to order at 6:02 p.m. EDT by President Greene.

1.0 ***Alpacas Magazine*** **Revenue Plan with Deb Hill:** Deb Hill, editor of *Alpacas Magazine* presented ideas to the board on the long-term revenue generating ideas for *Alpacas Magazine*, and cost cutting ideas.

Hill left the meeting.

2.0 **Ratify Email Votes:** Vote to ratify email voting approved by the board on September 26, 2017: (Motion by Hasselbring, second by Shouvlin, approved 8–0, Hull absent).

- **2.1** Approve Minutes of August 22, 2017, Board meeting. Motion by Williamson; second by Hull. Approved 8–1 (Shouvlin voted no).
- **2.2** Approve letter to the Suri Network regarding use of the Suri Breed Standard. Motion by Williamson; second by Hull. Approved 6–3 (Hasselbring, Merriwether and Shouvlin voted no).

3.0 **Financial Report:** Crocco gave an update on the financial reports as of August 30, 2017. The revenues for registrations continue to be ahead of budget projections by almost $10,000, and transfers, DNA retesting, and BVDV testing are all down. National conferences income was up over projections by $54,000 over budget, with expenses over budget by about $35,000. Membership income is down by almost $14,000. Overall total income is up $31,000 over projected budget. Board expenses are down. Payroll expenses are down by almost $25,000. Overall expenses are down by almost $25,000 over budget.

4.0 **Old Business:**

- **4.1** **2018 Fiber Event:** Approved the 2018 fiber event and fleece show location of Lebanon, Tennessee, at the Wilson County Exposition Center to be held on July 13,14,15. (Motion by Shouvlin, second by Greene, approved 8–0, Hull absent).
- **4.2** **2018 National Halter Show:** Report given by Synhorst on his visit to the facility. Plans are coming together. Working on save the date notifications to come out soon. Starting work on sponsorships as well.
- **4.3** **Board Goals for 2017–18 and Strategic Plan Update:** Greene's outline of AOA goals for the year was accepted with a question about the possibility of opening the registry. He suggested that a board discussion should be undertaken inasmuch as the discussion was already being pursued by members in social media. Greene said that AOA needs to lead the discussion of pros/cons among members.

5.0 **New Business:**

- **5.1** **Review of AOA Fee Structures:** The board had a robust discussion of AOA members' fees and how/where fees could possibly be reduced. Several options were presented, and the executive director was requested to explore the options, their impact on immediate and long-term revenue, and bring forward recommendations for the 2018 budget plan.
- **5.2** **2018 Budget Development Discussion:** As part of the 2018 budget development discussion, ideas for the show registration system and added benefits for members and affiliates were discussed.

5.3 JTCC Recommendations: The board accepted the JTCC recommendation for spin-off judge accreditations (Motion by Shouvlin, second by Crocco, approved 7–0, Hull absent and Vigus had to leave meeting early).

6.0 Executive Director Update: Synhorst reports.

6.1 Staffing Update on the Replacement of Becky Farley: Waiting for background check before making a formal offer by the end of the week. He added that a decision was made to have office open/staffed on Fridays during show season.

6.2 Dashboard Report: No comments or feedback.

7.0 Committee and Other Reports:

7.1 Government and Industry Relations Committee (GIRCom): Merriwether
The United States Animal Health Association annual meeting will be October 15–18 in San Diego. Committee structures have been changed to move camelids from the group with cattle and bison to the group with sheep and goats. Dr. Pat Long (OR) has been representing AOA and the alpaca industry at USAHA for many years and is expected to continue to co-chair the committee on infectious diseases.

7.2 Judge Training and Certification Committee (JTCC): Hull
No report.

7.3 Judges Advisory Committee (JAC): Williamson
The committee is collecting photos used to define crimp and lock, and to revise the current judge training book accordingly. Completed work will be provided to all judges and apprentices.

7.4 Show Rules Committee (SRC): Vigus
No report.

7.5 Fiber and Fiber Products Committee: Shouvlin
The committee supports an AOA fiber festival in 2018 where artisans and vendors could sell their items, as well as hands on classes for both members in attendance and the public. Vendors could potentially assist with teaching at workshops. It was also the consensus of the group that holding the event in the Nashville area for the coming year and several years into the future would help build the event.

7.6 Alternative Products Committee: Butler
With such variation in state regulations pertaining to sales of alpaca meat, the committee believes that it would be helpful to expand on the information gathered and published on the Alpaca Coalition of America website.

7.7 Membership Committee: Hasselbring
The committee is recommending a survey of membership to determine their perceived value of benefits associated with their membership fees.

7.8 Affiliates Council: Greene
No report.

7.9 Ad Hoc Youth Committee: Shouvlin
No report.

7.10 US Alpaca Fiber Council: Synhorst
No report.

8.0 Meeting Wrap:

8.1 Contact the Board Update: None.

8.2 Action Items Review: Synhorst will email to all following meeting.

8.3 Next Meeting: October 24, 2017, 6:00 p.m. EDT.

8.4 Adjournment: Meeting adjourned at 8:57 p.m. EDT.

Submitted by Jeff Williamson, Secretary.