Board Meeting Agenda

Our Mission

Champion the unique qualities of alpacas and encourage responsible breeding and care to ensure a thriving and sustainable alpaca industry.

Our Vision

AOA is the leading authority on alpaca ownership, breeding, and registration while fostering a strong community of alpaca enthusiasts.

Board of Directors

Jennifer Hack, President	Brian Houchin, Vice-President
Jason Gill, Treasurer	Michael Livingston, Director
Rhonda Deschner, Director Absent	Gina Glasscock, Director
Mary Miller, Director	Sharon Milligan, Director
Mike Walsh, Director Absent	

Executive Director: Robin Gifford
New Board members in attendance: Scott Miller. Absent: Jay Penica

Meeting: Video Board Meeting
Monday, June 23, 2025; 4:00 PM Pacific/7:00 PM Eastern

1.0 Meeting Opening — Hack
Welcome new Board members
Called to order: 6:05 pm CDT

2.0 Consent Agenda — Hack
May email approval ratification, Executive Director's Report, Dashboard, Social Media stats and committee Reports NOT needing discussion or action.
Motion to accept: Milligan 2nd: Glasscock All approved.

3.0 Financial Report — Gill
Document reference: May Financials, Year-to-date Financials, Executive Financial Summary

- Financial review showed the organization is $109,000 below budget for January-May 2025, with actual results of $88,000 positive versus budgeted $198,000 positive.
- Year-end projection indicates the organization will end at negative $88,000 instead of the budgeted positive $21,000 if current trends continue for the remainder of the year.

4.0 Website Development Review and Approval (Summary in folder) — Hack

- The website migration includes a complete redesign with improved usability and connectivity between the member site and Grassroots directory, which will significantly enhance functionality.
- Monthly maintenance is $299

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- The vendor was selected after interviewing multiple companies because they understood AOA's needs, would work within budget, and had the necessary backend development expertise rather than offering a prefabricated solution.
- No vote at this time.

5.0 **Other Business** Hack

5.1 Update of Australian EPD discussion

- Robin and Jennifer met with Dr. Enns, SGS representatives, and Australian Alpaca Association leaders to discuss collaboration on the EPD program with potential for global expansion.

5.2 Update on branding survey (in folder)and discussions Gifford

- Robin reported receiving valuable input from less engaged members including hobbyists and newer alpaca owners (under 5 years in the business), providing fresh perspectives that differ from typically vocal members.
- The survey achieved over 10% member participation, which was considered a strong response rate, allowing the organization to identify meaningful trends and actionable feedback for future planning.
- The upcoming July meeting will focus on organizational priorities and audience definition, with preliminary discussions already showing convergence around 2-3 key audience segments.

5.2 Thank you to outgoing Board members.

6.0 **Adjournment Motion to adjourn:** Gill 2nd: Milligan All approve. Hack

Next regular meeting: Board Planning, Castle Rock, CO, July 21 - 22, 2025