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:	Jennifer Hack, President	Wendy Dittbrenner, Vice President
	Lynn Eden, Treasurer	Sharon Milligan, Secretary
	Wini Labrecque, Director	Scott Miller, Director
	Jeff Williamson, Director	Rhonda Deschner, Director
	Michael Livingston, Director	(Guest) Katrina White

Executive Director: Robin Gifford

Meeting: Board Meeting, Monday January 24, 2022 7:00 Eastern Time

1.0 MEETING OPEN:
Meeting opened at 7:05pm Eastern Time.

2.0 CONSENT AGENDA:
December minutes vote ratified, Executive Director's Report, Dashboard, Social Media Stats, Committee Reports not needing discussion or action.
Motion: Wini, second: Lynn passed 9-0.

3.0 FINANCIAL REPORT:
Document reference: December Financials, Year-to-date Financials, Executive Financial Summary.
Revenue for 2021 was at 93% of projection and expenses were at 93% of projection.
Staff did a very good job of keeping expenses in line.

4.0 Strategic Discussion 1: Focus on youth and possible secondary registry for performance animals. Guest speaker Katrina White form Peachy Farms, CO explained her involvement with alpaca programs both as a youth herself and as an adult helping Colorado youth getting involved with alpacas and llamas.
*Katrina said that there was a lot of interest of the youth to work with alpacas. Often, they are given or work off purchase agreements so they can have their own animals. Frequently these alpacas come with no registration paperwork. The kids involved work very hard with their animals but when it comes time to participate in a regular alpaca show they are not allowed to use the animal they have worked with because they are not registered. It is at that point she provides one of her alpacas to use in the show.
*Katrina initially made a proposal to create a new registry for performance animals. This registry would ID the animal by name, microchip and owner. There was considerable discussion concerning this new registry. The Board felt it would be in AOA interest <u>not</u> to create a new registry for performance animals but to drop the AOA alpaca certification requirement for performance alpacas entered in certified AOA Shows. The youth and adults would still need to be AOA members. There will need to be coordination between the Show Rules committee, Don's show registry site and Show Superintendents.
* Katrina was encouraged to apply for the Youth Membership Committee.

5.0 STRATEGIC DISCUSSION 2: Change in investment Policy.
Tabled for February agenda.
5.1 Creating a marketing fund for outside use in marketing alpacas and the lifestyle.
*Might be more appealing to the membership.
*Ask for contributions.

*Define specific goals annually and be able to evaluate progress.
*Social Media might be the easiest and least expensive way to start.
*Create a Public Facing Web-site with Farm Locating info that farms pay to participate.
* Discussions will continue.

6.0 OTHER BUSINESS:

6.1 Shining Star nominations were reviewed and selection was made. Motion: Scott, second: Wendy approved 9-0. This award with be given out at the National Halter show.

6.2 James G. King nominations were reviewed and selection was made. Motion: Scott, second: Lynn approved 9-0. This award will be given out at the National Education & Fiber Conference.

6.3 Rule change giving permission to use "National" on Banners at the AOA National Shows. Motion: Scott, second: Rhonda approved 9-0.

6.4 Change the Marketing "Task Force" to a Marketing Committee. Motion: Wini, second: Scott. Approved 9-0.

6.5 Motion by Scott and second by Lynn to start charging admission to the National Halter Show at a rate of $5.00 per adult with kids 10 and under free. Approved with a majority vote 5-4.
Yes vote: Wendy, Scott, Lynn, Jeff, Rhonda. No vote: Wini, Jennifer, Mike, Sharon.

7.0 ADJOURMNENT:

Motion: Scott, second: Sharon at 9:10pm Eastern Time.