Board of Directors Meeting Minutes

April 27, 2015

Meeting: Conference Call—April 27, 2015, 6:00 p.m. EDT

Board of Directors: Bonnie Potter, President
Dianna Jordan, Vice President
Laurel Shouvlin, Secretary
Julie Delaney, Treasurer
John Ferrante, Director
Steve Hull, Director
Wayne Jarvis, Director
Andy Merriwether, Director
Scott Miller, Director
Tom Petersen, Director

Executive Director: Darby Vannier

1.0 Meeting Opening: Meeting opened at 6:04 p.m. EDT. Tom Petersen was unable to attend the meeting.

1.1 Ratify Email Votes:

1.1.1 I move that we approve the President's Message for *Alpacas Magazine* (motion: Shouvlin/second: Jordan). Motion passed (8–0, votes not cast: Miller, Merriwether).

1.1.2 I move that we approve the audit letter package for posting to the AOA website and the eBlast announcing it (motion: Petersen/second: Miller). Motion passed (10–0).

The motion to ratify the email votes was made by Hull and seconded by Ferrante. Motion passed (9–0, Petersen absent).

2.0 Old Business:

2.1 Strategic Plan Review: Vannier provided the following items (2.1.1 through 2.1.5) for review and discussion. The Board made some suggested edits and additions. Vannier and Potter will work to create the final document for the Board to review

2.1.1 Review Core Values

2.1.2 Review Mission Statement

2.1.3 Review and Discuss Vision Statement

2.1.4 Approve Strategic Plan

2.1.5 Next Steps—Scope Top Priorities

2.2 2016 National Show & Auction: Vannier has had several conversations with Tim Vincent of Celebrity Sales to possibly partner for the National Show. One model considered was that there would be 2 shows held simultaneously with 2 sets of ribbons and awards. The second option is to have a single show with presentation of 2 sets of placements. Third option is to host a true super show, first 2 days would be used for the Futurity and second two days for the National, with different judges for each show. Vannier stated the discussion was very positive, but that he is concerned about losing the AOA "brand." Vannier also presented information on the Allen County War Memorial Coliseum in Fort Wayne, Indiana, which he visited recently. His report was very positive in terms of both price and the facility itself. A motion to contract with the Fort Wayne facility for the 2016 National Halter Show was made by Hull and seconded by Ferrante. Motion passed (9–0, Petersen absent).

Vanner reports that the newly released alpaca promotional video has been very well received. The Facebook post announcing the video was viewed 560,000 times, and the video itself has been viewed on Facebook over 21,000 times.

2.3 Executive Session, Executive Director Performance & Compensation Discussion: A motion to go into Executive Session without Executive Director Vannier was made by Ferrante and seconded by Jordan. Motion passed (9–0, Petersen absent). The Board entered Executive Session at 7:26 p.m. EDT. Motion to leave Executive Session was made by Ferrante and seconded by Miller. Motion passed (9–0, Petersen absent). The Board left Executive Session at 8:22 p.m. EDT.

2.4 Letter to CALPACA and SOJAA: Potter presented a letter that has been drafted to express the Board's concerns about conducting a show that will not be AOA certified. The Directors thought the letter was excellent and accurately portrayed their position on the matter. Having Board approval, Potter will send the letter to the two affiliates hosting the event.

3.0 New Business:

3.1 Nationals 2017 & Beyond—Time of Year, Location, etc.: Due to the length of this meeting, it was decided that the discussion be postponed until the next meeting. Vannier would like the Directors to consider changes to the date, or even the season of the show. He would also like the Board to consider potential locations or perhaps using the same location for several years in a row. The Board decided to send a short survey to the show system members to gather their input about future national halter shows.

3.2 James G. King Award Discussion: Jarvis moved that James G. King awarded go to Bruce Beatty. Second by Hull. Motion passed (9–0, Petersen absent).

3.3 Policy 07-02: Vannier asked that the Board review and approve new Policy 07-02, regarding the compensation for instructors at AOA judge training clinics.

3.4 Policy 03-03 Update: Vannier asked the Board to review edits to Policy 03-03, published in April, 2009, for "the uniform reimbursement of expenses incurred by AOA Board members, committee members, and employees, including expenses paid through one or more credit card accounts maintained by AOA." Vannier would like the policy amended to include independent contractors.

The motion to approve Policy 07-02 and Policy 03-03 was made by Hull, seconded by Ferrante. Motion passed (9–0, Petersen absent).

3.5 Board Expense Reimbursement Discussion: Vannier asked the Board whether he should write a policy regarding reimbursement of AOA Board Directors' travel expenses when they attend any AOA event where their presence is not required for AOA business. It was the consensus of the Board that Vannier should develop such a policy for the Board to review and ultimately vote upon.

3.6 Board Dashboard: Vannier provided a sample dashboard report to the Board. The dashboard encapsulates the activities of the organization for the last month and year to date. Vannier asked that ideas for any additional data to be added to the report be sent to him or Potter for consideration.

4.0 Committee & Other Reports:

4.1 Government and Industry Relations Committee (GIRCom): Potter reported that there have been 2 meetings since the last Board meeting.

From the March 25 Meeting: There have been USAHA (United States Animal Health Association) Health Alerts reporting sporadic cases of Herpes Virus in horses. The committee feels it is time to develop another eBlast about alpacas as livestock and various government programs available to producers. The eBlast sent about IRS 1099 filing was very well received, so the committee will start working on a similar article for this fall. The committee also discussed the occurrence where 2 llamas were accidentally let loose at an event where they were on display. The local FDA asserted that the owners should have filed to acquire a license for exhibiting animals; It appears that livestock are exempt from this requirement and Potter will try to get more information from the llama owners and also legal review of Animal Welfare Act Regulations since livestock used for fiber appear to be exempt.

From the April 22 Meeting: Fortunately the USAHA is still seeing only sporadic cases of Herpes Virus in horses. The FDA plans to collect data and analyze antibiotic use in food animals to better characterize antibiotic resistance. The committee continues to work on articles about 1099's, lessons learned from IRS audits, and other regulations relevant to alpaca ownership such as local zoning.

4.2 Judge Training and Certification Committee (JTCC): Miller reported that he was unable to attend the last meeting, but did get a report from Chairperson Andrew MacArthur via email. The committee is still working on defining the parameters for using the "calibration" process which is when one judge shadows another judge in the ring without offering input on placements. The committee is also busy preparing for the upcoming judge clinic, occurring in Oregon this June.

4.3 Judges Advisory Committee (JAC): Delaney reports that the committee met in the first week in April. JTCC requested that the JAC review the qualifications for becoming a senior judge. No changes were made to those qualifications. The SRC also requested the JAC provide their input regarding lowering the points awarded for huacaya fleece weight from 20 to 15 and reducing halter class minimums to 12. Discussion was held on those topics and input will be sent to the SRC.

4.4 Show Rules Committee (SRC): Shouvlin reported that the committee discussed and granted one waiver to The Suri Networks All Suri Fleece Show permitting the giving of additional fleece show awards for certain outstanding traits. The committee also discussed the concern that exhibitors who "get the gate" are not getting the feedback they desire from shows. The idea of reducing maximum class size to 12 was discussed, and a request was sent to the JAC for their input. Also discussed was the potential for judges to provide more feedback to those exhibitors that are not placing, prior to them leaving the ring, but before giving the oral reasons for the alpacas that are placing. The SRC also requested input from the JAC.

4.5 Fiber and Fiber Products Committee: Jordan reports that the committee is busy getting ready for the National Fleece Show in June; assisting staff with the educational speakers, working on the Fashion Show, as well as discussing ideas to promote the National Fleece Show in the Denver, Colorado, area to fiber enthusiasts there.

4.6 Alternative Products Committee: Jarvis reports that the committee met and Mary Forte has removed herself as chairperson, but will remain on the committee. Victoria Wolfe volunteered to become the new Chairperson. Jarvis moved and Shouvlin seconded to have Wolfe serve as the committee chairperson. Motion passed (9–0, Petersen absent). The committee has divided alternative products into several different categories with a committee member designated to spearhead gathering information for each category. Those categories are meat and food, alternative use of fiber besides textiles, hides and leather, medical research, and manure.

5.0 Financial Report:

5.1 Financials: Vannier and Delaney reviewed the financials with the Board.

6.0 Meeting Wrap:

6.1 Contact the Board Update: Potter reported that there was one contact regarding some ideas for fiber use which she forwarded in an email to the Board.

6.2 Next Meeting: June 1, 2015.

6.3 Adjournment: Miller moved to adjourn and the meeting ended at 10:08 p.m. EDT.

Respectfully submitted, Laurel R. Shouvlin