Board Meeting Agenda

Board of Directors:

Mike Vigus, President	Joe Crocco, Treasurer	Andy Merriwether, Director
Jeff Williamson, Vice President	Vern Butler, Director	Laurel Shouvlin, Director
Steve Aitchison, Secretary	Patty Hasselbring, Director	Karen Ball, Director

Executive Director: Bud Synhorst

Guests: No guests

Meeting: Conference Call - **October 23, 2018**
6:00 PM Eastern Time

Meeting called to order by Vigus at 6:04 PM.

1.0 Ratify Email Votes Vigus

1.1 Approve President's message for Alpacas Magazine. Motion by Merriwether, Seconded by Crocco. Approved 9-0.

1.2 Approve Minutes from August Meeting. Approved 9-0.

Merriwether motioned to accept the email votes, Shouvlin seconded. Vote 9-0, approved.

2.0 Approve Minutes of September 2018 Meeting Aitchison

Hasselbring motioned to accept, Ball seconded. Vote 9-0, approved.

3.0 Financial Reports Crocco

Williamson joined the call at 6:22 PM and added his Yes vote to items 1 & 2.

3.1 September 2018 Financial Report

Registration income is down and show income is down, as is how it has been throughout the year. Marketing income is up.

3.2 Financial Report for posting to membership

Approved for posting as is.

3.3 Review quarter-ended 9-30-2018 Investment Report Synhorst

Synhorst presented the investment report and the board reviewed. Synhorst recommended that both the board and legal counsel review and evaluate an investment policy going forward so that the process is more defined.

4.0 Old Business

4.1 Magazine Recommendation for Moving Forward Synhorst

Synhorst presented options for handling the future development, production, and printing of Alpacas Magazine. AOA fielded bids from several companies to handle the magazine going forward. The Board asked Synhorst to follow up with one vendor seeking additional information before the Board could make a final decision to move forward with a contract.

4.2 Committee Structure Review — Hasselbring

Hasselbring presented a summary of the board's previous discussion in July about how to better direct the committees according to the upcoming Strategic Plan. Discussion covered the role of board liaisons as a silent observer versus an active participant. The board agreed that the board liaison position should be defined starting January 1, 2019. Hasselbring will present a revised definition for approval at the next meeting.

4.3 Association Plan Insurance Update — Synhorst

Synhorst continues to work with potential companies to determine the specifics of this project.

4.4 Strategic Plan Outline — Synhorst

Tabled for discussion at next Strategic Plan call.

4.5 Other Old Business — Vigus

No other old business.

5.0 New Business

5.1 2019 Budget Discussion — Crocco/Synhorst

Discussion covered how to keep registration income at least even, or growing. Registration is budgeted as the same for 2019, but Shouvlin felt that the budget should be more realistic and reflect the consistent decline in registrations seen over the last three years.

5.2 Fleece show evaluation recommendation — Shouvlin

Shouvlin presented a new idea of further developing AOA fleece shows to better reflect the industry and to increase participation. Recommended creating an ad hoc committee to investigate changes to the fleece shows that would consist of at least 7 members which should include Margie Ault, a Show System Administrator, a representative from each of the show committees (the SRC, JAC, and JTCC), a representative from the AOA Fleece Show Superintendents, at least one Board liaison from those show committees, and any additional experts Margie thinks might be helpful to the process. Hasselbring moved, Shouvlin seconded. Vote 9-0, approved.

Shouvlin also forwarded an idea presented to her by AOA Judges Kristen Buhrmann and Jill Marcellus to create an additional award for fleeces at the National Show and perhaps at other AOA Fleece shows. The Board agreed to have this sent to the SRC and JAC for their consideration and recommendations.

6.0 Executive Director Update — Synhorst

6.1 Updates

Synhorst reviewed the 2019 office hour scheduling with the board - the office will now be open most all Fridays throughout the year (48 of the 52) by balancing out the staff's schedules to be sure all days are covered.

6.2 Dashboard Report for Member Posting

Synhorst presented the dashboard as it is going out to the members.

6.3 Judge Items

Synhorst updated the board on the judges contracted for the 2019 AOA Show:

Halter: Amanda VandenBosch (Huacaya male), Diana Timmerman (Huacaya female), Kristin Buhrmann (Suri male and female)

Walking Fleece: Stephanie Glyptis and Wini Labrecque

Additionally, Synhorst presented the list of judge re-certifications that happened recently (which is covered in 7.2 below).

6.4 Judge Comments from Members, Protocol

Synhorst continues to work on providing the board with a written policy of handling member complaints or input so it can be reviewed by the board.

7.0 Committee and Other Reports

7.1 Government and Industry Relations Committee — Merriwether

GIRCom is working on guides and calculators for members to help them understand financial/business plans of how to make money in the alpaca industry. Agri-Tourism has been added to these calculators and the committee would like the board's input as to whether they should pursue knowledge on state-to-state rules on issues related to agri-tourism. The board agreed that GIRCom should go ahead with further research.

7.2 Judge Training and Certification Committee — Williamson

JTCC discussed apprenticeships and considered adding to the judge requirements that all who are halter certified must also be fleece certified.

-- Karen Kinyon has met all requirements for Judge Certification in Fleece.
-- Amanda VandenBosch and Kristin Buhrmann have met all requirements for Senior Judge Re-Certification in Fleece.
-- David Barboza, Peter Kennedy, Laurel Shouvlin, Sonia Perron, and Judy Keske have met all requirements for Judge Re-Certification in Fleece.

7.3 Judges Advisory Committee — Aitchison

Committee presented a letter on advice for showing juvenile alpacas, Vigus returned the letter to them requesting them to change the presentation and tone of it, but not the content. Committee further discussed consistency of fleece judging among judges, and further study on the AFD/Length relationship and how judging should be affected.

7.4 Show Rules Committee — Shouvlin

Nothing to report.

7.5 Fiber and Fiber Products Committee — Ball

Discussed new fiber testing methods and a "Why Alpaca" poster. Discussed potential speakers for Fiber Extravaganza in 2019, including people from other fiber industries. Shared a video from another fiber event.

7.6 Alternative Products Committee — Butler

7.6.1 Review Proposed Alternative Products Pamphlet

Presented a new pamphlet on alpaca meat for review by the board.

7.7 Membership Committee — Hasselbring

Committee didn't have a quorum, so it was an unofficial meeting where they discussed presentation material for getting new members and how to bring back lapsed members.

7.8 Affiliates Council — Vigus

No meeting - nothing to report.

7.9 Ad hoc Youth Committee — Shouvlin

Nothing to report.

7.10 US Alpaca Fiber Council — Ball

Nothing to report.

8.0 Meeting Wrap

8.1 Contact the Board Update — Vigus

8.1.1 Class Order Question/Request — Vigus

Vigus will write a letter to the member who contacted the Board with a request to change halter show class order, replying that there will be no changes at this time.

8.2 Action Items — Williamson

Williamson captured Action Items and will forward to board via email.

8.3 Next Meeting — **Tuesday, November 27, 2018, 6:00 PM via conference call** — Vigus

8.3.1 Meeting Announcement for December: Meeting on Tuesday, Dec. 18, 2018 Vigus

8.4 Adjournment Meeting adjourned at 8:52 PM Eastern. Vigus