Board Meeting Minutes

Board of Directors:

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

Executive Director: Bud Synhorst

Meeting: Conference Call - **April 23, 2019**
6:00 PM Eastern Time

Meeting called to order by Vigus at 6:05 PM.

1.0 Ratify Email Votes Vigus

1.1 Motion by Williamson, second by Hasselbring to approve the tax returns provided by HBE. Motion passes 9-0.

1.2 Motion by Merriwether, second by Shouvlin to add members to GIRCOM as recommended by the committee. Motion passes 9-0-0.

1.3 Motion by Shouvlin, second by Ball to approve minutes of February 2019 Board meeting. Motion passes 9-0-0.
Shouvlin moved to ratify, Hasselbring seconded. Approved 7-0-2.

2.0 March Meeting Minutes Aitchison

Williamson moved to approve with final edit to ad hoc Fiber Committee, Crocco seconded. Approved 8-0-1.

3.0 March 2019 Financial Reports Crocco

3.1 March Financial Report

Income: Registry is currently down $37,000. National Show income is down $47,000, though not all the money has been collected. Show system is down $3,700. Membership income is up $10,000. Interest income is up $8,000. Income is down ~$105,000.

Expenses: Registry is down $10,000. National Show is down $40,000. Magazine expense is up $5,400. Printing is down $6,400. Technology is down by $5,000. Expenses are down ~$71,000.

3.2 Investment Account Report Synhorst

Investment portfolio is up approximately $8,000 during the first quarter of 2019.

4.0 Old Business

4.1 Social Media Policy Hasselbring

Legal counsel provided recommendations on proposed Social Media Policy. Board discussed at length and decided to have legal counsel further develop a statement.

Meriwether joined meeting at 6:28 PM.

4.2 Show rules/breeder cup discussion — Vigus/Williamson

The Board wants to define rules or guidelines for "breeder's cups" in various shows to better clarify the system for Classic (small), Vintage (medium), and Heirloom (large). Discussion followed and Board will turn over to the Show Rules Committee with input and farm size data.

4.3 Alpaca Pet Video Response — Aitchison/Merriwether/Shouvlin

Board members will work from the existing "Standard of Care" document developed by GIRCom.

4.4 Pending/unsolved registrations — Synhorst

Synhorst presented two reports:

1. Showed the number of pending/unsolved/canceled registrations so that the Board could better understand the issues involved in registrations that did not get completed.
2. Showed year-to-year data on unsolved registration cases as a percentage of overall completed registrations.

Board felt that the information presented was at satisfactory levels and that no further research was needed.

4.5 Other Old Business

Hasselbring inquired about the status of the Gift Certificate Program and Synhorst will follow up to determine status.

5.0 New Business

5.1 James G. King Award — Vigus/Synhorst

Synhorst reviewed what the James G. King Alpaca Industry Recognition Award is. Nominees are selected by the Board, and then the Board votes on the final recipient. Following this meeting, the Board Members will submit their nominees for voting at the May meeting.

5.2 DNA testing — Shouvlin

Shouvlin suggested that AOA investigate the use of nasal swabs for DNA Validation. This is used in Austria for their registry. Synhorst will discuss the possibilities with DDC Labs and see what would need to be done to consider this further.

5.3 Web site — Shouvlin

Shouvlin proposed creating a committee to review and redevelop the AOA web site with better organization being one of the key elements needing to be addressed. Williamson and Aitchison will head up the formation of the committee.

5.4 Other New Business — Vigus

Williamson brought up that there has been a presentation by a member for a new fleece show format and wanted the Board to be aware of it. Discussion followed and the information is already part of the material the ad hoc Fleece Show Committee is reviewing (see 7.9 below).

6.0 Executive Director Update — Synhorst

6.1 Dashboard review

Associate Members with AOA is down 2 from last year, but the Registry Members are up by 129. Show membership is down 45. The benefits package through BenefitHub has been established and members are taking advantage of it. Board Members were informed of their schedule around the Fiber Extravaganza.

7.0 Committee and Other Reports

7.1 Government and Industry Relations Committee — Merriwether

No meeting, no report.

7.2 Judge Training and Certification Committee — Williamson

No meeting, no report.

7.3 Judges Advisory Committee — Aitchison

No meeting, however there was email discussion by members about a document on Guidelines for Co-judging and they voted to pass it along to the Show Rules Committee. Also discussed the possibility of adding a dedicated area to the AOA web site for judges information and documents.

7.4 Show Rules Committee — Shouvlin

No meeting, no report.

7.5 Fiber and Fiber Products Committee — Ball

Continued efforts are being made to test alpaca fiber to provide members data on its characteristics and performance. "Why Alpaca Poster" is close to completion. Preparing for the Fiber Extravaganza, including Wini Lebreque putting together a fiber display.

7.6 Alternative Products Committee — Butler

No meeting, no report.

7.7 Membership Committee — Hasselbring

Committee reviewed the AOA Strategic Plan and discussed what should be added to their own Strategic Plan.

7.8 Affiliates Council — Vigus

No meeting, no report.

7.9 Ad hoc Fleece Show Committee — Shouvlin

The members began review of a fleece show model developed by Amanda VandenBosch. The members fully embraced investigating this model, and it is anticipated that several meetings may be required to review all aspects and implications. It is apparent that the committee's work will not be complete in time to be incorporated into the 2020 AOA Show System Handbook.

8.0 Meeting Wrap

8.1 Contact the Board Update — Vigus

No new contacts to the Board.

8.2 Review Action Items — Williamson

8.3 Next Meeting — **Tuesday, May 27, 2019, 6:00 PM via conference call** — Vigus

8.4 Adjournment Meeting adjourned at 8:42 PM Eastern. — Vigus