Board of Directors Meeting Minutes

June 13, 2017

Board of Directors: Norm Johnson, President; Don Greene, Vice President; Vern Butler, Secretary; Joe Crocco, Treasurer; Steve Hull, Director; Andy Merriwether, Director; Bonnie Potter, Director; Laurel Shouvlin, Director; Mike Vigus, Director

Executive Director: Bud Synhorst

Meeting: Strategic Planning / Special Topics Meeting
Conference Call — June 13, 2017, 6:00 p.m. EDT

Absent: Vernon Butler

Proceedings: Meeting called to order at 6:05 p.m. EDT by President Johnson.

1.0 Welcome:

2.0 Strategic Planning Items:

2.1 Marketing Strategy: Greene and Synhorst reported that a marketing plan is still being drafted and is expected to come to the board in the next couple of months.

2.1.1 American Farmer TV Production: Synhorst reported that Skyline Alpacas and Big Timber Alpacas in Oregon have been selected for on-site filming by American Farmer for the advertising being developed for AOA. In addition to interviews with Mary Jaffe and Sue King, respective owners of the farms, Jude Anderson of Pucura International and an AOA senior judge, Stacie Chavez of Sky Ridge Alpacas, will be participating with interviews on alpaca science and fiber production. Synhorst will attend and be interviewed about AOA and the industry. There will be approximately nine hours of film production of which AOA has right of review before airing.

2.2 2018 AOA Auction: Synhorst reviewed with the board the report that had been submitted by the ad hoc auction committee that offered several options for the board's consideration in possibly pursuing a 2018 alpaca auction or not having an auction. Potter inquired as to why there was no inclusion of auctioning 10 championship alpacas at the National Show auction as had been decided at the November 14, 2016 board meeting. Synhorst responded that the board took a different decision in January 2017 and made other charges for the committee's consideration. He also reported that the committee did discuss having an auction of championship alpacas although it was not mentioned in the committee's written report. After much discussion, Greene suggested that the committee meet again specifically to consider an auction of championship alpacas and to forward to the board specific recommendations from all the options considered.

2.3 Huacaya Breed Standard: Johnson asked if any board members had comments on the feedback from the Suri Network (SN) its modifications on the terms of agreement for AOA's use of the Suri Breed Standard. There was none. However, the Suri Network advised AOA that the SN has now filed for copyright protection of the Suri Breed Standard, which was of concern as to AOA's use. Johnson is to seek further input from AOA's counsel as to what impact the copyright filing would have on our moving forward to have AOA's members consider adoption of the standard, as well as AOA's Huacaya Breed Standard that is formatted accordingly with the SN Suri Breed Standard.

2.4 Ad Hoc Membership Committee: Potter updated the board on the work of the committee, which is charged with evaluating current membership levels and benefits, the possibility of adding additional types of memberships, educational strategies for adding value for current members and attracting new members. Examples are reminding registry members that they have available to them *Alpacas Magazine* in the digital format and removing educational material from free access for non-dues paying members. Potter also provided an update on the Camelid Companion Certification program that will be available to paid members. The legal agreement with the ILR for use of their certification program is pending. The committee also is working with the ad hoc youth committee on a proposed membership level. Once the committee makes recommendations about the youth membership, we will start looking at a fiber oriented membership. Potter noted that she will not be continuing as an AOA board member, but that she is an appointed member of the

ad hoc membership committee and its chair. She offered to continue in this position at the board's pleasure, and Synhorst will include this request on the board agenda for the transition board meeting in Sacramento.

2.5 Fiber and Fiber Product Committee: Johnson updated the board on the work of the committee. The committee will be submitting their response to the recent survey presented to the membership. Discussion took place on various points that are expected to be in the committee report with attention on the need for future fiber arts classes at the National Fleece Conference and venues to accommodate hands-on classes. Synhorst and AOA staff will begin addressing the 2018 Fleece Conference immediately. Johnson advised the board that he would consider continued work with the committee in a volunteer role and will apply for committee membership.

3.0 Special Topics:

3.1 DDC Contract Extension: Synhorst presented his findings from his visit with the DDC management team that provides the DNA testing for registering AOA-member alpacas that included continued use of blood cards instead of hair follicles and cheek swabs, and the continued system of long-term maintenance of blood cards for any future retesting needs. DDC would continue this service with no price increase for a 5-year contract. DDC would also be a continued provider of BVDV testing for members. Shouvlin made the motion to approve DDC as the DNA service provider for five years as recommended by Synhorst; Potter seconded the motion. Contract renewal was approved 8–0 (Butler not present to vote).

3.2 Fleece Conference Update: Synhorst updated the board on the figures for fleece and cottage fleece entries for the National Fleece Conference, and the other competitive categories. As of this meeting, the revenue projection is about $5,000 under budget, but several weeks to go before the event. The Student Design Competition is almost underwritten with one sponsorship offer still available. The board discussed future options for the National Fleece Conference, and Synhorst will develop right away venue options for 2018.

3.3 Executive Session: The board entered executive session at 7:29 p.m. EDT on a motion by Hull and a second by Shouvlin to discuss an AOA member legal issue. After exiting executive session, the board determined that it did not need to become engaged in the member's private legal concern.

4.0 Meeting Wrap:

4.1 Action Items: Greene reviewed the action items.

4.2 Next Meeting: June 27, 2017 — General Business Meeting

4.3 Adjournment: 7:46 p.m. EDT Hull made a motion to adjourn the meeting. Greene seconded the motion. The motion passed by unanimous vote 8–0 (Butler absent).

Meeting notes taken by Don Greene, Vice President

Submitted by Vern Butler, Secretary