# Board Meeting Minutes

**Board of Directors:**

| | | |
|---|---|---|
| Shauna Brummet, President | Rhonda Deschner, Treasurer | Patty Hasselbring, Director |
| Jeff Williamson, Vice President | Karen Ball, Director | Andy Merriwether, Director |
| Steve Aitchison, Secretary | Wendy Dittbrenner, Director | Mike Vigus, Director |

**Executive Director:** Bud Synhorst

**Meeting:** Conference Call - **Monday, August 26, 2019**
6:00 PM Eastern Time

Meeting called to order by Brummet at 6:05 PM Eastern.

**1.0 Ratify Email Votes** Brummet

**1.1** Motion by Williamson, second by Brummet to accept the July meeting minutes for both the regular meeting and planning meeting. Motion passed unanimously, 9-0.

**1.2** Motion by Willaimson, second by Hasselbring to accept the President's message for Alpacas Magazine. Motion passed 9-0.

Ball moved to accept the Email Votes, Williamson seconded. Approved 9-0.

**2.0 Treasurer Report** Deschner

**2.1** May Financial Report

The National Fiber Extravaganza was profitable in 2020.
INCOME (year-to-date): Income continues to be about 10% below budget, however;
EXPENSE (year-to-date): Expenses are also below budget by about 10%.

**3.0 Old Business**

**3.1** Buccal Swab Testing Synhorst Synhorst

Synhorst is awaiting costs from DDC to conduct the test run to see whether the buccal swabs will be an effective addition to our animal registration system. Board discussed the testing process, validity of results, storage questions, and whether this method would allow for BVD testing.

**3.2** Communications Committee Expectations Brummet

This committee, consisting of Brummet, Merriwether, Dittbrenner, and Synhorst, will monitor and review outgoing communications from the organization to the public to ensure that the information is factual and accurately represents AOA's message.

**3.3** Committee Description Review Brummet

The board committed to create more recent committee descriptions, list of members, and work with the committees to establish goals for the next year that are in-line with the Strategic Plan. Those that have been mostly completed at this point include JTCC, SRC, Fiber, and Membership Committees. Still left to complete are GIRCom, JAC, and Alternative Products.

**3.4** Registration Issues Update Synhorst — Synhorst

**3.4.1** Unreachable Discussion — Synhorst

Synhorst described an ongoing problem with one Dam owner who continues to be unreachable after extensive efforts. The board recommended creating a new policy that, after all responsible efforts to contact an owner, a final communication should be sent that resolves the issue if they continue to be unresponsive. Hasselbring moved that Synhorst and legal counsel develop the wording for such a policy, Ball seconded. Approved 9-0.

**3.5** Ad hoc Fleece Show Committee Recommendation — Ball

The Committee asked the board to approve moving forward to pursue implementation of Vandenbosch's proposed "Innovative Fleece Assessment (IFA)" fleece show rules. Hasselbring moved that AOA move forward with implementation of the new rules as per the Committee's recommendations, beginning with negotiating with Vandenbosch for a policy for future updates to the system, then pursue the logistics of implementations, Deschner seconded. Approved 9-0. At this point, the Ad hoc Fleece Show Committee has performed its function and will be dissolved. Rhonda moved to create a new "Ad hoc IFA Implementation Committee" that will determine the steps toward adopting these new rules and passing along their determinations to the Show Rules Committee, Hasselbring seconded. Approved 9-0. Hasselbring moved that the board extend an invitation to the Ad hoc Fleece Show members to join the new committee, along with an invitation to Jeri Booher, and assigned Dittbrenner as the new chair, Deschner seconded. Approved 9-0.

## 4.0 New Business

**4.1** JTCC member addition — Synhorst

Information was not provided in time for the meeting.

**4.2** Fiber Committee Fiber Display Request — Ball

Ball proposed a policy of "lending" the new Fiber Display for use regionally by affiliates, etc. The board discussed and determined that the AOA office could manage the display and ship/receive it in coordination with the affiliates wishing to utilize it. The affiliate would be responsible for shipping costs and would be offered the opportunity to donate to the fiber committee to help with future upkeep of the display.

**4.3** 2020 fee discussion/software roll out Synhorst — Vigus

Synhorst asked the board if any members had any requests of the software programming contractor for changes in the next software upgrade rollout.

## 5.0 Executive Director Update/Dashboard — Synhorst

The dashboard has evolved to better reflect progress through the year. Member registrations are up in both Registry and Association groups. Synhorst presented a report to respond to the board's request about how many alpacas show that are registered as non-breeders - the percentage is quite small at ~0.23%.

Synhorst also informed the board that he was tendering his resignation as Executive Director as he has accepted a position at a new organization.

## 6.0 Committee and Other Reports

**6.1** Government and Industry Relations Committee (meets 1st Monday) — Merriwether

No report - did not meet.

**6.2** Judge Training and Certification Committee (meets 2nd Wednesday) — Williamson

No report - did not meet.

**6.3** Judges Advisory Committee (meets 1st Tuesday) Vigus
Nothing significant to report.

**6.4** Show Rules Committee (meets 1st Thursday) Deschner
No report - did not meet.

**6.5** Fiber and Fiber Products Committee (meets 1st Monday) Ball
Continued work on the "Why Alpaca?" poster; reviewed/recapped the 2020 Alpaca Fiber Extravaganza and provided Margie Ault with a suggested keynote speaker for 2021; and worked further on determining future fiber tests.

**6.6** Alternative Products Committee (meets 3rd Tuesday) Aitchison
No report - did not meet.

**6.7** Membership Committee (meets 1st Monday) Hasselbring
Reported that the Gift Certificate program has been implemented and people are taking advantage of it. Committee had worked on developing ideas for increasing youth participation and will be working on a survey.

**6.8** Affiliates Council (meets 3-4 times annually) Brummet
Affiliates provided a great deal of feedback at the Affiliates Council Meeting at the National Fiber Extravaganza and the input is being processed.

**6.9** Ad hoc Fleece Show Committee (meets as needed) Ball
This committee has been terminated.

**6.10** Ad hoc Web Site (meets as needed) Williamson/Aitchison
Two members have expressed desire to join the Web Site committee, Norm Johnson and Tim Sheets. Williamson moved to accept their appointment, Aitchison seconded. Approved 9-0.

**6.11** Registry, Petitions, and Appeals (meets as needed) Brummet, Dittbrenner, Merriwether
A name change was submitted to the board, a fee was determined and the change was approved.

**6.12** Grievance Review Committee (meets as needed) Brummet, Hasselbring, Vigus
No new submissions.

**7.0 Strategic Actions – goals for each board meeting are to review the strategic actions – with Ex Dir and Committee Liaison reports on progress on tasks, discuss and resolve issues (such as funding and other supporting/empowering needs).**

**7.1** Cultivating Demand for Alpacas

**7.1.1** Gather existing data on alpaca fiber characteristics – Liaison (Karen) and Ex Dir to prepare request (including budget) and delegate to fiber committee with timeline
Ball will discuss with the Fiber Committee what the board requires of them in this regard and they will determine whether they have the skill set to go forth or whether an ad hoc committee would better serve the purpose.

**7.1.2** Determine parameters that end users need to know to make alpaca fiber buying decisions – Liaison (Karen) and Ex Dir to prepare request and delegate to fiber committee with staff support, with timeline

**7.1.3** Alpaca facts – how best to collate and review existing information for veracity?

**7.1.4** Outcomes

**7.1.4.1** Create marketing materials by March 2020

**7.1.4.2** Alpaca fiber research included in 2020 budget

**7.1.4.3** New marketing materials available to public and members

**7.1.4.4** Marketing resources to affiliate at 2020 NFE

**7.2** We will educate the world about alpacas
No reportable progress has been completed on this topic.

**7.2.1** How do we want to tackle this Action?

**7.2.1.1** Control the Alpaca Narrative – (review action items and measures for implementation)

**7.2.1.1.1** Public vs. Member messages

**7.2.1.1.2** Education bureau

**7.2.1.1.3** Affiliate support

**7.2.1.1.4** Webinars

**7.2.1.2** Communications committee – could be enlisted to review messaging?

**7.3** We will evolve and expand tools for alpaca breeders.

Brummet reviewed some of the events and items that are currently working toward this goal, including development of the fleece shows, EPDs revision/additions, and

**7.3.1** Action Items

**7.3.1.1** Identify top traits for different end uses of alpaca fiber (this is connected to fiber characteristics analysis)

**7.3.1.2** Develop coefficient of inbreeding tool into database for member use

**7.3.1.3** EPD's for end use direction

**7.3.1.4** Develop educational programming for members on EPD's

**7.3.2** Propose – set up EPD review committee – Brummet, ????

**7.4** We will present an alpaca breed standard to AOA members for a vote in the 2020 Board election.

Brummet requested that previous progress and board votes on the standard be supplied to the current board so that all can be caught up for further discussion at the next regular meeting.

**7.5** Breed standard documents review and comment.

## 8.0 Meeting Wrap

The board scheduled two follow up meetings in response to Synhorst's resignation to begin work on selecting a new Executive Director, Wednesday, Sep. 4 and Monday, Sep. 16.

**8.1** Contact the Board Update — Brummet

No new contacts to the board.

**8.2** Review Action Items — Williamson

**8.3** Next Regular Meeting — **Monday, September 23, 2019** — Brummet

**8.4** Other Announcements

No other announcements.

**8.5** Adjournment Ball moved to adjourn the meeting, Hasselbring seconded. Meeting adjourned at 9:15 PM Eastern. — Brummet