Board of Directors Meeting Minutes

February 8, 2016

Meeting: Special Meeting — February 8, 2016, 6:00 p.m. EST

Board of Directors: Bonnie Potter, President
Scott Miller, Vice President
Laurel Shouvlin, Secretary
Mike Vigus, Treasurer
Julie Delaney, Director
Don Greene, Director
Steve Hull, Director
Norm Johnson, Director
Andy Merriwether, Director

Executive Director: Darby Vannier

Meeting opened at 6:04 p.m. EST. Julie Delaney was unable to attend the meeting.

1.0 Meeting Items:

1.1 EGI Report: Potter and Vannier met with EGI on February 3rd to review the report provided by EGI regarding their "Discovery Phase" that they presented to the Board on January 28th. EGI felt that it would be inappropriate at this time to pursue the "Research Phase" and that instead the Board should focus on developing business models that could be used by members to be more profitable. They stated that until the Board can provide business models for our membership that demonstrate that our members can be profitable, the organization should not be marketing owning alpacas. Their research phase consisted of speaking with each Board member, staff members, and 13 past and present members. They also reviewed several documents including a survey conducted prior to merger, a member survey conducted six months after merger, and the materials gathered from the Strategic Planning conference held in early 2015.

There were several suggestions made by EGI for the Board to consider based on their initial research. Based on their suggestions, Potter recommended the following:

1.1.1 To increase Board communication and transparency, Potter suggested that the Board send a monthly eblast to the membership briefly reporting on the activities of the Board and AOA. Greene agreed to serve as the reporter. Hull moved that Greene develop a monthly email to the membership communicating what the Board is currently working on. Merriwether seconded, and the motion passed (8–0, Delaney absent)

1.1.2 EGI also pointed to creating value for our members. Potter suggested that Hull create a monthly one page health/husbandry tips document that is sent to our paid members. Shouvlin moved and Johnson seconded that Hull create this publication and the motion passed (8–0, Delaney absent)

1.1.3 Based on the recommendations of EGI and Strategic Target Goal 9, Potter suggested that the Board create business models to demonstrate the profitability of owning alpacas. Johnson volunteered to begin work on those models.

1.1.4 Strategic Target Goal 5 is to research the current membership levels to determine if they contain the services and functions needed by those levels, while also evaluating the overall cost which should be charged for those levels of membership and to encourage more members to join. Shouvlin volunteered to spearhead working on accomplishing that goal.

1.1.5 Vigus is currently working upon coordinating the creation of huacaya and suri breed standards (Target Goal 2).

1.1.6 Johnson volunteered to spearhead the creation of an alpaca council to include various North American alpaca organizations currently in existence in order to work corroboratively to further the North American alpaca industry.

1.2 Strategic Plan: See 1.1 above.

1.3 Committee/Taskforce Priority Review: Potter requested that each of the liaisons to our committees check with their committee's current members to ascertain if they are still willing to serve for the next year.

2.0 Meeting Wrap:

2.1 Action Items Review: Miller reviewed the action items.

2.2 Next Meetings: February 22, 2016

2.3 Adjournment: 7:50 p.m. EST

Respectfully submitted, Laurel R. Shouvlin