Board of Directors Meeting Minutes

September 14, 2015

Meeting: Special Meeting—Strategic Planning and National Show/Conference, September 14, 2015, 6:00 p.m. EDT

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 6:02 p.m. EDT.

1.0 Strategic Plan:

1.1 Scope Review/Next Steps: The Board decided that each Board member would pick their top ten scopes to move forward with. In the next few days, Vannier will send the Board members a spreadsheet where each member can rank the scopes by level of importance and then return to have him collate them to determine the overall top 5 scopes to proceed with.

2.0 AOA National Show/Conference:

2.1 Fleece 2016 & Beyond/Halter 2017 & Beyond: Vannier provided the Board with the results of the recent survey sent to the membership regarding both National Shows. He also provided a listing of the current AOA certified halter show dates, and a spreadsheet of the facilities capable of handling the National Halter Show showing their dates of availability and cost. Vannier added that because we require a facility that is livestock friendly and has enough square footage to handle show rings, stalls, and the auction, we are limited in the number of facilities to choose from.

The recent survey sent to our show system members showed that the majority of respondents prefer a spring show. While the Board acknowledged that better weather makes April preferable, moving the show to April or early May would conflict with too many AOA shows. Additionally, it is difficult to find facilities that are not already booked, for spring is a popular time for conventions and trade shows. After that discussion there was consensus that the National Halter Show should remain in later March.

There was also consensus that the Halter and Fleece shows should remain separate as long as the Fleece show continues to be profitable. It is hoped that each year, whenever possible, these shows would be in opposite areas of the country from each other, so that if the Halter show occurs in the east, the Fleece show would be scheduled in the west. Vannier will continue working to secure a facility for the 2016 Fleece show.

In order to create opportunities to lower the cost of the facilities, and to create predictability for our members in terms of show location and dates, the Board agreed that the Halter show should alternate between two locations, one eastern and one western, for the next several years. This will give Vannier negotiating leverage and make it easier to find available facilities since these facilities are often scheduled years far in advance of the actual events they are hosting.

3.0 Meeting Wrap:

3.1 Action Item Review: Board members are to rank the scopes when they receive the spreadsheet from Vannier.

3.2 Next Meetings: September 28, October 6, October 20, 2015, 6:00 p.m. EDT.

3.3 Adjournment: Miller moved to adjourn at 8:18 p.m. EDT.

Respectfully submitted, Laurel R. Shouvlin