

NEW MEXICO ALPACA BREEDERS  
BOARD MEETING  
JANUARY 9, 2011

Attendees: President: Sandy Liggett  
Vice President: Anne Stallcup  
Secretary: Carolyn Fifield  
Treasurer: Mark Hogan  
Membership: Linda Kahlich

- Regular Board Member Reports

Treasurer Report:

Mark Hogan provided an end of year financial report including revenue, expenditures and balances for CY 2010; and a report on State Fair revenue and expenditures. Board members recommended the following:

- Revise the format of the report to show the type of expenditure, rather than the person to which payment was made.
- Provide membership written copies of the end of year financial report displaying revenue, expenditures and balances for CY 2010.

Membership Report:

Linda Kahlich reported on the current state of membership, and provided a current list of members. Membership recruitment and retention strategies were discussed and included the following:

- Update current contact list.
- Send welcome letters to new members, along with binder, general brochure, and banner.
- Initiate regional liaison farms for the purpose of reaching out to new members within their geographic location. Responsibilities to include making phone contact to welcome new member, provide contact information for questions/concerns, etc.
- Provide membership discounts for sponsored events, ie. Fair, seminars, website listings.
- Upon annual membership renewal, request feedback from members regarding their educational interests, areas willing to volunteer, etc.
- Provide informal regional educational meetings.
- Research NM farm listings; send brochures to non-members and make follow up phone calls to determine desire for membership vs reasons not interested in becoming members.

Vice President Report:

Anne Stallcup provided information regarding plans to transfer the maintenance of the website to another NMAB member or a paid contractor. It was determined that a paid contractor would cost approximately \$87.00 per hour – that could be billed in 10 minute increments. It was agreed that this is very costly, and recommendation was made to continue search for a NMAB member that may be willing to volunteer time to maintain the website.

- Review of Membership Survey and NMAB 2011 Goals

Create appropriate corporate organization and Board assignments to carry out necessary activities to be in compliance with it:

- Regular written fiscal reports
- Membership retention and recruitment efforts
- Conduct membership meetings and board meetings
- Written record of all meetings and actions taken
- Comply with State and Federal reporting and taxation
- Maintain operating principles about accruing and satisfying NMAB liabilities
- Ensure that Board elections are conducted in accord with Bylaws and NM Nonprofit Corporation Act
- Adopt a conflict of interest policy and other recommended “best practices” nonprofit corporate policies appropriate to size and purpose
- Establish budget to meet identified priority initiative, tell members about these initiatives, recruit volunteer participation, evaluate out-comes and communicate about progress or lack of progress to membership

Use NMAB member survey to identify priority ways to “give value to members”:

- Summer education program (NMAB survey response focused on marketing or fleece related programming)
- Create exploratory group to examine cooperative or pooled endeavors
  - a. NMAB product sales initiative (booths and on-line store)
  - b. Hay purchasing
  - c. Fleece processing and sale
- Media buys/events
  - a. AOBA’s Open Ranch Day
  - b. Local and NMAB sponsored performance, fleece and/or halter show
- Improve communications/networking opportunities among members by:
  - a. NMAB Calendar
  - b. Update directory, herd sire list, and constant contacts email lists
  - c. Promote and use Google NMAB Group and teleconferencing systems for greater participation
  - d. Conduct follow-up membership surveys after meetings and events
  - e. Establish regional get togethers between member quarterly meetings

Expand participation of NMAB member and nonmembers who are remote from central New Mexico in organizational activities:

- Retention of current members and recruitment of new members
- Regional meetings
- Development of members to move into NMAB Board positions

- Regular Business:
  - Board approved adopting the organizational 2011 goals. [See number 2 above.]
  - Board approved the decision to create a corporation and file necessary applications with New Mexico Public Regulatory Commission and the IRS.
  - Board approved the decision to amend the bylaws from LLC status to a non-profit status.
  - Board approved the decision to develop a Conflict of Interest policy.
  - Board approved the above proposed strategies for membership recruitment and retention.
  - Board approved decision to go forward with committees for Education, Show, and Membership and will begin recruitment for volunteer committee members.
  - Board approved a decision to develop a budget for each of the above recommended committees, based on current balances for CY 2010.
  - Board considered purchasing teleconference meeting system for greater membership participation and did not approve it secondary to cost and poor voice quality of meetings.
  - Board discussed the need to further define the roles of Board members in order to be effective in long term planning. Attendees felt the roles of Membership and Treasurer are clearly defined. Board agreed that the Secretary will document minutes of meetings and forward them to membership via Constant Contact. Suggestion was made for Vice President to assume responsibility as primary contact for Education, Shows and Membership committees.
  - Board discussed a proposal to develop a NMAB website store and decision was made to further develop the costs, maintenance of site, etc. and propose to membership at next meeting.
  - President agreed to follow up with alpaca farm hosting the February meeting to determine if the date can be changed from 2/12/2011 to 2/19/2011 due to schedule conflict with large show on 2/12/2011.
  - President and Vice President agreed to follow up with Melissa at State Fair to determine feasibility of changing show date so it does not conflict with National Open Ranch Day.
  - Board agreed that the State Fair Review Committee should meet by teleconference to consider options and determine plans needed to go forward.
  - Board agreed that a statewide media blitz should be done for National Open Ranch Day.