



November 12, 2007

VAOBA Board of Directors meeting

Pre-meeting VAOBA show evaluation meeting
Called to order at 7pm

Attending:
VAOBA BOD (Keli Harold did not attend)
Fred Obenchain
Dawn Dolpp

This meeting was open to VAOBA show volunteers to talk about what went right and wrong at the recent 2007 VAOBA show.

Fred opened the session by saying that Sue did a great job of coordinating the show in spite of the weather difficulties. (Agreed by all.)

Dinner

There were 300 dinner tickets sold and 67 attendees. A flyer with information on the dinner might have helped people to use their dinner tickets.

Fred noted that last year's dinner went very well (standing room only.) It is a great opportunity to meet people you don't know. The judging went long and many didn't make it to the dinner as they had already left for food, and there seemed to be some confusion as to where the dinner was. Maybe book the dinner at the host hotel?

Dawn did not recommend this. She investigated this option for the Ian Watt seminar and the gratuity and taxes alone were over \$600 with a block of rooms booked. The gratuity is based on the entire bill, not just the dinner meals. She also noted that if the dinner went offsite, it would not be well attended.

Les said that at OABA, they had a band and dancing as well as the dinner.

Recommendations after discussion were:

- 1) Need a bigger draw to the dinner (speaker, band ???)
- 2) A flyer with the location, menu
- 3) The dinner should be held onsite.
- 4) Add a social hour (cash bar?) to help with any overruns in judging.

There were also comments that the dinner was more heavy hors d'oeuvres rather than a full dinner.



Stalling:

There were some complaints about VAOBA members being stalled in the back barns and not having much traffic to their stalls due to location. VAOBA members do get discounts on stalls, as well as the option to sign up before non-VAOBA members. Maybe an article in the newsletter about expectations and benefits of membership?

Color Checking

One color checking station may not be adequate for this as a Level IV show.

Microchip Checking

We need a protocol should an animal lose their microchip between getting the CVI and arriving at the show.

Biosecurity

We had a request that the vets/assistants going onto trailers use disposable booties/gloves which could be changed between trailers when checking animals. This seemed like a good idea, as it gives peace of mind and is relatively inexpensive.

Information

Big announcement boards would be helpful for announcing class changes, etc.

Also, OABA had a large information desk for the public to answer questions. They ran the TV commercials and gave out tote bags with industry magazines and notepads for questions. Visitors were asked how they found out about the show.

Ribbons

As ribbons are used for advertising and this is now a Level IV show, we should have ribbons the same size as other Level IV shows. We can use new, larger ribbons for halter and use up the current supply of ribbons for auxiliary fleece (spin-off & fiber arts), fleece (as long as it is a Level III or under), performance and photo.

We will need a new site for the show as the show has outgrown the old site. Fred suggested the Fort Royal 4H center near the ATF dog training grounds. It is off Hwy 66 and could be found easily. Other recommendations included Colonial Downs, the equine center in Culpeper, and the Prince William County fairgrounds. The State Fairgrounds will not be ready to take us until 2009 at the earliest.

The recap meeting was adjourned at 8:35pm.



The VAOBA board meeting was called to order at 8:40 pm. All members in attendance but Keli Harold.

Linda moved to approve the last minutes; Les seconded; motion was approved unanimously.

Treasurer's report

Currently, the statement says our account has a balance of \$68,662.83. However, this does not include all proceeds or receipts for the show. The checkbook says we have a balance of \$107,510.32. We have outstanding bills including \$5715 for show programs and \$16,630.80 for tents; additional bills still have to come in.

Membership:

1 new membership has been received; there has been one renewal.

Education Committee:

Patty Fuller has agreed to be Education Chair. She would like to plan another neonatal seminar for the weekend after the VA Classic. Cheryl DeWitt is available for March 8-9, so we'll go with that. There was discussion whether to hold the seminar one or two days; it can be difficult for some people to get away from the farm for two day seminars, and the one-day format allows one farm to send two people (one on each day) and still maintain coverage for cria watch.

She also wants to know what other topics should be addressed in clinics/seminars? Kim DeVos has a seminar that focuses on the farm store. Information will be forwarded to Patty for scheduling.

Fiber to Fashion:

Tiffany Henry (VA Tech student) is our sponsored entry. We are paying her entry fee as well as sponsoring the student design competition for the F2F meeting. We wish her luck in the competition.

Additionally, Les moved that if she places or wins an award, we will pay her expenses (flight, hotel, meals) to attend the conference. Linda seconded; passed unanimously.

Newsletter:

We were asked to contribute articles for the newsletter if possible.

Marketing – no report.

New Business:



Joanna brought up the email forwarded to board members regarding the first-time show attendees and volunteers that missed showing their animals as they were stewarding the show. She suggested that as a gesture of good will, VAOBA recognize their contribution, apologize for the confusion that caused the issue, and refund their show entry fee for their halter entry.

Sue said she was not in favor of refund as the entry stated no refunds and we weren't doing refunds for other people.

Judy said that our volunteers need to be aware of what is happening in the other rings if they are showing.

Linda echoed this, and noted that we call classes over the PA as well as calling missing numbers to their classes.

Sherry asked if we can improve the volunteer process so we can ensure that all volunteers make their classes?

Les said that he gave a showing seminar for beginners at the show and told attendees that if they were volunteering, they needed to make arrangements to make sure that they could show their animals (secondary handlers, limit volunteering, etc.)

Sherry expressed empathy for these volunteers as she had told Sue that she was limited to what she could do for the show. She couldn't get enough help with setup for the banquet, and spent 3-4 hrs in setup and teardown.

Les said we could use this as a gesture of good will and opportunity to educate these volunteers to their responsibilities of balancing show needs and volunteering. He said he hadn't volunteered as much as he would have liked at the show so he could show his animals.

Joanna moved that VAOBA acknowledge and apologize for the problems these volunteers had, address the problem, and refund their show fees. Les seconded the motion. Les, Joanna, and Sherry voted yes; Judy, Linda and Sue voted no. Motion did not pass.

Joanna said there was a need to have a policy for the death of an entered animal. This did come up at the recent show and the owners were able to substitute, but a small farm may not have a substitute available. Options might be to refund, substitute, or give no refund.

Sue pointed out that we would have a policy meeting for the 2008 show. Linda pointed out that the entry form says no refunds.



Judy moved that if a registered animal dies before the show, the farm has the option of substituting the entry or receiving a refund of the show registration fee only (not stalling fees.) Veterinary proof of death must accompany the request for refund.

Sue seconded the motion; passed unanimously.

Judges

Discussion was held on judges for the 2008 show. Les said that Wade Gease is consistent, fair, and fast, as well as being patient with exhibitors. Also recommended were Tim Lavan, Diana Timmerman, Kevin O'Leary.

Suri judges? Need a good one, should put Suris together on another day.

Sherry said that we should try not to have the same judges as other shows on the East Coast.

Les reported that Patty suggested Shannon McConnell for performance and suris.

Discussion was held re: superintendent. Sue said she is not interested in superintending this show in 2008.

Sherry suggested that we send out Request for Proposal for superintendent.

Linda suggested that we should have a paid superintendent and a paid event coordinator position. Linda added that the superintendent has to be knowledgeable of the Show Division Rules and approved by AOBA. Joanna thought we should see what venue we chose before we hire an event coordinator as one may be specific to the site

Budget:

We will not have AOBA start-up funding this year; we will establish a budget after the show site is chosen.

Venue:

There is a significant penalty for backing out of the Hunt Club site.

Les likes the look of the Culpeper site based on the info sent.



Storage:

We need storage for the show stuff (fans, performance equipment, etc.) Sue stopped at a local trailer sales lot and was quoted \$5700 for a 8' x 20' trailer. She also checked with other sites and prices ranged from \$5400-7000. Sue wanted to know if we should pursue purchase of a trailer?

Joanna said it was a great idea; Les added that we can move it as needed. (use as office at show site?)

There was a question about how to license and insure the trailer; Linda had concerns about the tax ramifications. She thought MAPACA had a trailer for their equipment.

Sue was going to ask the other affiliates how they handled this.

Other:

The AOBA board has provisions to pay for a board member to attend affiliate meetings. We could set a date for the annual meeting and book an AOBA board member as a speaker.

David Barbosa was suggested – he is very “down to earth.” Amy McCroskie attended a MAPACA meeting. Les also noted that this would be a good opportunity to publicly thank AOBA for their support as our affiliate got off the ground.

The next meeting is scheduled for Monday, December 10, 2007 at 7:30pm.

Les moved to adjourn; Linda seconded; meeting was adjourned at 10:35pm.

Respectfully submitted,

Joanna Maas