



Virginia Alpaca

Virginia Alpaca Owners and Breeders Association
Board of Directors Meeting

January 19, 2008

In Attendance:

Sue Ives (President)
Keli Harold (President Elect)
Joanna Maas (Secretary)
Les Fuller (Director at Large)
Judy Howe (Director at Large)

Meeting was called to order at 1:00 pm.

Motion to approve the Dec 2007 minutes was made and approved.

Treasurer's Report:

Waiting for new bank statement; most outstanding invoices have been paid.

Committee Reports:

Education: (report from Patty Fuller)

Patty reports that other committee members are very enthusiastic about the committee.

There are currently 38 participants signed up for the neonatal seminar (60 maximum). She needs an email reminder sent to the membership to try to fill remaining spaces. Additionally, there is a meeting at VATEch scheduled on Wednesday regarding new security measures on campus due to the April 16th shootings – we should receive an update prior to the seminar.

An educational survey including a variety of seminar topics will be sent to the membership from the ed. committee next week, with the goal of establishing a schedule two years ahead so as not to conflict with farm-scheduled seminars. We did have a complaint from a member farm that the date conflicts with their event – this was not our intent and planning further out should help avoid this in future. Les noted that we should not worry about stepping on a member farm's toes when we are trying to fulfill our mission for the entire membership. Les has volunteered to be a BOD liaison to the Education Committee.

Fiber Committee: Report attached.

Joanna asked about VAOBA supporting AFCNA's fiber collection. Discussion followed. VAOBA supports, but is not a sponsor of AFCNA. VAOBA can put out an email blast



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of support to the membership and put announcements in the newsletter, but will not take an active roll in sponsorship as we are working on development of the Virginia alpaca branding. Keli was designated the BOD liaison to the fiber committee.

Membership Committee: (Hank Boyd)

Currently VAOBA has 130 members (Associate and farm.) We have not previously done something like a welcome packet for new members; maybe we should consider this.

AOBA has not previously audited the affiliates for compliance with its requirement that 100% of voting members must be AOBA farm members. Very few affiliates were in compliance. New consequences, including withholding grants and show certifications, have been outlined. Jerry Forstner would advise the AOBA BOD to have a grace period and not to withhold grants/show certifications through 2009 for the affiliates to have time to bring their memberships into compliance. (Scott Gove is the Affiliate Committee's liaison to the Grants Committee.)

As our renewals come up in June/July, we will need to make changes to our charter. Les noted that AOBA's constraints on the affiliate membership will require action. Joanna suggested that we assign associate status to anyone who is not an AOBA member. Judy said that we might need three levels of membership to accommodate non-participants (vendors, vets, etc.)

Old Business:

Trailer – Keli is willing to have the trailer parked at her place; we will pursue the purchase of the trailer as insurance/licensing issues are addressed.

Fiber 2 Fashion Student Design Competition:

Les has volunteered to arrange transportation for Tiffany to the Roanoke Airport. As she won the competition, AOBA is paying for her flight and housing; VAOBA will pay for her meals and incidentals. Additionally, VAOBA is sending LuAnn Gaskill (Virginia Tech department head) to F2F as her instructor could not attend. VATEch is looking at adding the design competition to their curriculum. Design students would also like to schedule a farm visit so that students can see alpacas firsthand. Thanks to Patty and Les for their considerable work and support of this project!

New Business:

Show date/location:

We have become aware that our chosen date for the 2008 VAOBA Expo is in conflict with the Empire show (also attended by many of our attendees.) (Apparently the date is dependent on when Columbus Day falls.) The previous weekend (October 17-19) would conflict with the NE Coastal Classic; however, this should not pose a problem as the attendees would typically not attend both shows. This does open up a venue option – the Virginia Horse Coliseum is available for this weekend. While we would like to have shows on both sides of the state, the excellent facilities (including room for the fleeces



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show onsite) and accessibility available at this site override this at least until the State Fairgrounds remodel is finished. Judy said “Awesome – lets do it!”

Keli moved that we move the show date to Oct 17-19, 2008 and the venue to the Virginia Horse Park. Les seconded; motion passed unanimously. Judges will be notified so we can update their contracts, and the membership will be notified in an email blast once contracts for the venue are signed.

Additions to website:

Sue has looked at other affiliate websites and would like to add a discussion forum to our website as it would increase the membership’s use of the website. After talking with our webmaster, it was determined that it would cost \$150 to add the feature. (Details are listed in the meeting agenda.) Discussion followed.

Keli moved that we add the forum feature to the VAOBA website. Judy seconded; motion approved unanimously.

Rose Bowl Float:

Considerable discussion occurred on this topic; consensus was that as a young affiliate, we would like to focus on our own members and on education and advertising in Virginia. VAOBA will not directly sponsor the float at this time.

VAOBA Expo Discussion:

Several topics were brought up for discussion:

- 1) Offering gelding sweepstakes? We can offer a banner per Aoba rules; consider offering premiums for next year.
- 2) 50/50 vs. 60/40? VAOBA will be held this year as a 50/50 show.
- 3) Bedding? Bedding will be the responsibility of the exhibitor. Bedding may be purchased directly from the Horse Center if desired.
- 4) Catering: Keli will look into which caterers may be used; Les and Joanna can follow up for planning the dinner.
- 5) Vendor coordinator: we need to start soliciting vendors
- 6) Volunteer coordinator: Need to start soliciting volunteers. Volunteers will get their business cards in the programs as a thank you.
- 7) Marketing – Keli will send out an email blast and put an article in the newsletter that farms can advertise in the show packets – one page insert for \$40 (they provide.)
- 8) Last years’ TV commercials cost about \$5000; someone sold an alpaca at the expo as a result of seeing the commercial and then attending. Keli would like to set aside \$5000 to run another commercial with the local affiliates (Roanoke) for the 2008 show. Also, we should see about producing a generalized commercial for statewide viewing that would direct people to the VAOBA website (through Aoba marketing?)



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Advertising for events – farms can do a Public Service Announcement on the website for farm seminars – Keli and Sue will create a submission form for these events.

Survey Software – Merian would like to pursue specialized survey software – Sue moves that Judy find out how much it would cost to purchase a license for doing internet surveys for VAOBA. Les seconded; passed unanimously.

The next meeting is scheduled for Monday, February 11th at 7:30 pm.

Les moved to adjourn; motion seconded and approved. Meeting adjourned at 3:10pm.

Respectfully submitted,
Joanna Maas