

Virginia Alpaca Owners & Breeders Association  
Minutes  
Monthly Board of Directors Meeting  
October 4, 2010      7:30 pm  
via Teleconference – Number 1-800-369-0860 Participant Code #133503

Attendance:

Sue Ives, President  
Tonya Urban, President Elect  
Russ Pond, Treasurer  
Hank Boyd, Director at Large  
Donna Higgason, Director at Large  
Marian Holmes, Director

Meeting Called to Order: 7:33 pm

Minutes:            Approve September 13, 2010 minutes – Tonya motioned; Marian seconded; All in favor.  
Ratify email votes:

1. Motion to move the VAOBA Alpaca Expo to the Farm Bureau Building at the State Fair Grounds beginning in 2011.  
Made by: Tonya; seconded by: Russ; All in favor.
2. Motion to change the date for the VAOBA Alpaca Expo to the first weekend in December beginning in 2011.  
Made by: Donna; seconded by: Russ; All in favor.

Treasurers Report: \$77212.90    adj. \$82,622.43  
Hank motioned to accept; Sue seconded; all in favor.

Committee Reports: (immediately following agenda)

Education Committee: Joanie Pond & Pat Hamilton – Donna motioned to accept; Marian seconded; All in favor.

Fiber Committee: B-J Ellis, Linda Polak, Pam Oakley Whiting - Hank motioned we move the workshop to the state fair building since the room Pat Hamilton and Pat Rice offered would be too small. Donna seconded and all were in favor.

Government & Industry Relations Committee: John Ferrante - no report

"I don't have a report this month. Things have been very challenging here and my time has been focused on making difficult decisions. The Industrial Relations Committee cannot function with only me as its sole member. ...and I have had to place my priorities elsewhere. I will try and spend more time this month."

Board discussion – how to help? emails? – November meeting we will discuss parameters for the committee and implement ways to get people to join.

Marketing Committee: Tonya Urban – AN calendar done; FB will do in November; show flyers being printed & distributed to hotels and local businesses; press releases sent

Membership Committee: Hank Boyd – 79 members;

Newsletter Editors: Ed & Joanie Kinser – reports two member farms other than board members offered positive feedback to the last newsletter. Requests all board members and committees supply content for the November newsletter by October 31<sup>st</sup>. Requests updated membership list for the mailing.

Show Committee: Judy Howe –

1. Questions: Please verify we can accept credit card payments on auction items - Russ says yes
2. Will VAOBA allow down payments on breedings purchased at auction with unpaid balance open up to the time the breeding is used? After board discussion: non refundable; 50% down – balance within 90 days; up to 14 months to use breedings; paid in full at time of breeding. Russ motioned; Donna seconded; all in favor.

Old Business:

Schedule more membership meetings – table until after show

Trailer needs to be registered following its purchase in October of 2008 and plates need to go to Joe Kyger so it can go on the road to the show. Russ will do this week

New Business:

- QuickBooks online (Russ) – Table until November
- Accountant/Audit – Russ checking w/ acct.
- Brochures – yes -
- Show storage – Now the trailer is stored throughout the year at Joe Kyger's in Raphine. With the show coming east so should the trailer and accumulated equipment. We need to find a home for it and need a volunteer to relocate it. Marian can possibly keep it at her place – she will look into it.
- At the show... Need 3 board members/members to act as judges for the 4H Poster competition. Each poster is individually scored and the kids do not actually compete against each other. We have score sheets supplied by Laura Steere. Donna – Marian – Hank offered.

Next Meeting Date: November 1<sup>st</sup> – 7:30 pm

Adjournment:8:59 pm Donna Tonya all

Education Committee

I have little to add to September for the Education Committee, August activities - ONGOING

- we're still planning to drive an education series in the Spring at the Meadows once we determine costs, etc. and will submit that in October after the VAOBA Expo.

- I'm waiting for final details from Karen Baum regarding the neonatal and parasite seminar targeted for early December.

We are available to assist the Fiber Committee with any activities they need us for.

thanks so much  
Joanie

Show Committee -

Registrations for the show really came on well in the last few days. The fleece show will be bigger than last year and the halter will be very similar in size to last year. A great relief as it seemed at one point that it was going to be smaller.

Current show numbers are:

Show Summary for VAOBA Alpaca Expo

| <u>Description</u> | <u>Qty</u> | <u>Total</u> |
|--------------------|------------|--------------|
|--------------------|------------|--------------|

|  | <u>(Including Items<br/>Not Processed)</u> |                    |
|--|--|--------------------|
| <b>Halter Registration</b>                     | <b>390</b>                                 | <b>\$19,500.00</b> |
| <b>Fleece Show</b>                             | <b>150</b>                                 | <b>\$5,400.00</b>  |
| <b>Get of Sire</b>                             | <b>5</b>                                   | <b>\$250.00</b>    |
| <b>Produce Of Dam</b>                          | <b>0</b>                                   | <b>\$0.00</b>      |
| <b>Breeders Best Three</b>                     | <b>6</b>                                   | <b>\$0.00</b>      |
| <b>Bred &amp; Owned</b>                        | <b>18</b>                                  | <b>\$0.00</b>      |
| <b>Fiber Arts</b>                              | <b>12</b>                                  | <b>\$0.00</b>      |
| <b>Fiber Arts / Skein Return Charge</b>        | <b>0</b>                                   | <b>\$0.00</b>      |
| Open PR  | 4  |                    |
| Open Showmanship                               | 4  |                    |
| Open Obstacle                                  | 3  |                    |
| Costume  | 1  |                    |
| <b>Adult Performance</b>                       | <b>12</b>                                  | <b>\$180.00</b>    |
| Public Relations                               | 25   |                    |
| Showmanship                                    | 28   |                    |
| Obstacle                                       | 27   |                    |
| Costume  | 16   |                    |
| <b>Total Youth Performance</b>                 | <b>96</b>                                  | <b>\$465.00</b>    |
| <b>Total Participants in Youth Performance</b> | <b>31</b>                                  |                    |
| Platinum Sponsors                              | 5  | \$7,500.00         |
| Gold Sponsors                                  | 2  | \$1,900.00         |
| Silver Sponsors                                | 4  | \$2,000.00         |
| Bronze Sponsors                                | 6  | \$1,500.00         |
| Class Sponsors                                 | 1  | \$50.00            |
| <b>Total Sponsors</b>                          | <b>18</b>                                  | <b>\$12,950.00</b> |
| <b>Chili Bar</b>                               | <b>176</b>                                 | <b>\$0.00</b>      |
| Stalls   | 179  | \$13,425.00        |
| Free Stalls                                    | 21   | \$1,575.00         |
| <b>Total Stalls</b>                            | <b>179</b>                                 | <b>\$11,850.00</b> |
| <b>Non AOBA Members</b>                        | <b>5</b>                                   | <b>\$375.00</b>    |
| <b>Vendor Space</b>                            | <b>1</b>                                   | <b>\$0.00</b>      |
| Full Page (Color) Ad                           | 3  | \$900.00           |
| Half Page (Color) Ad                           | 2  | \$350.00           |
| Quarter Page (Color) Ad                        | 4  | \$400.00           |
| Business Card (Color) Ad                       | 2  | \$120.00           |
| Quarter Page (B & W) Ad                        | 4  | \$300.00           |
| Business Card (B & W) Ad                       | 0  | \$0.00             |
| Free Full Page (Color) Ad                      | 3  | \$900.00           |
| Free Half Page (Color) Ad                      | 1  | \$175.00           |
| Free Quarter Page (Color) Ad                   | 4  | \$400.00           |
| Free Quarter Page (B & W) Ad                   | 4  | \$300.00           |
| <b>Total Advertisement</b>                     | <b>15</b>                                  | <b>\$295.00</b>    |
| <b>Membership Discount</b>                     | <b>36</b>                                  | <b>-\$1,800.00</b> |
| <b>Total Show Fees (Before Adjustments)</b>    |  | <b>\$49,465.00</b> |
| <b>Price Adjustments</b>                       | <b>6</b>                                   | <b>-\$906.00</b>   |
| <b>Total Show Fees</b>                         |  | <b>\$48,559.00</b> |

Everything is on track to be completed and ready to go.

- down payment for chili on Friday night, and food for Saturday night has been made, and final numbers will go in to Rowe's catering on Oct 10th
- Order has been made for chairs and tables
- Ribbons have been ordered (using ribbons instead of banners this year for a savings)
- Talked to Chad at the horse center for what we need.
- Stall mats for platinum sponsors ordered
- All ads have been brought together and other input for program done and it is now with Steph Pride to do final copy. They will be sent to the horse center
- 17 herdsires have been donated for the breeding auction

- Sue has done the ring set-up, there will be 3 rings this year.
- Joe will deliver the trailer to the horse center on Wednesday night before the show. It would be very helpful if someone would assist in putting together the obstacles, and assist in setting up the rings for performance. Any ideas?
- BJ is on track with her fashion show that will be held along with the herdsire auction. She would like to intersperse the fashions with the herdsires, for example, do 2 herdsires, then have a fashion item.

Tonya, Patty Fuller and I had a phone meeting a few weeks ago to discuss herdsire auction and marketing issues. The 17 herdsires are a great group and should generate some real excitement. Patty is going to do displays with a large picture for each herdsire. They will be displayed on tables on the concourse. She needs all materials by October 5th. Tonya will be doing a series of eblasts to market the auction. There was some discussion on if we could take phone bids for the animals. {next year}

Patty will be doing a flyer for the show and we will try to get it distributed to hotels, restaurants, etc, to bring in the public. Also hoping to get press releases out to papers and other periodicals.

Patty and Tonya are interested in the VAOBA booth. They plan to get 2 of them up and running at two different doors at the horse center to inform the public about VAOBA and to let folks know where member farms are located. Teri Phipps will be bringing some materials she used at the State fair that they can use at the VAOBA booth.

We purchased display racks for the spin off results. They were delivered to Patty Fuller's house as she is the spin off superintendent. We have a storage issue, the trailer is full. Patty would be willing to store them between shows. She would like to be able to use them for the CABO show. Is this ok with the board? Donna? Tonya? All Marian?

There will not be a VAOBA farm store this year. No interest until the very last minute, by one person who was not a member and then later by one person who was. The store was a great concept when the show was bigger (more people to help) and when people were jazzed to do it. With the show small, it's too hard to pull it together at the last minute and get volunteers to man it.

Judy Howe