

Meeting Minutes
April 2011

Date: 4/4/11

Board of Directors

Members in Attendance: Sue Ives, Russ Pond, Pat Hamilton, Donna Higgason, Marian Holmes, Hank Boyd

Minutes Submitted by: Pat Hamilton

Topic	Discussion	Action
Meeting Called to Order at 7:38 p.m.		
Approve Minutes:	Approve March Minutes Email Discussions: <ul style="list-style-type: none"> • Fiber Sorting & Grading Seminars – discussed steps needed to ensure seminars remain viable for both days due to very low initial registrations. • Reported on Public Hearing of 3/24 on 2VAC5-141 resulting in email blasts for member support of the proposed regulation. • Reported on change of conference call provider and the resulting billing change from .08 per minute to .049 per minute. (New numbers circulated to committee chairs.) Ratify Vote appointing Nominating Committee – Judy Howe, Brenda Breedlove, Fred Obenchain	Marian makes the motion and Donna seconds All in favor.
Treasurers Report: Russ Pond	Russ is waiting for a bill from Patty for Neonatal Clinic. Russ suggests we set a policy in terms of expectations in the future on seminars. Fiber Seminar had 33 attendees on Saturday and 31 attendees on Sunday.	Hank makes a motion to accept the treasures report – Donna seconds All in favor.
Committee Reports		
Education: Pat Hamilton	Pat asks that we appoint Debbie Bailey to the Education Committee. Pat asks that we hire Lou Eustance to provide the Marketing Seminar at the annual meeting. Pat asks that we try to get 6 farms to sponsor the Marketing Seminar at \$250 each.	Sue makes the motion to accept the education committee report and to appoint Debbie Bailey to the Education Committee; hire Lou Eustance to present the

		Marketing Seminar and to authorize sponsorship opportunities to help offset seminar expenses at the annual meeting – Hank seconds. All in favor
Fiber: Linda Polak Lisa Darley	See attached report.	Donna makes the motion to accept the report and Marian seconds. All in favor.
Marketing: Margaret Hamilton	No Report	
Membership: Hank Boyd	See attached report. Membership is up to 105.	Donna makes the motion to accept the report and Russ seconds. All in favor.
Newsletter:	9 Responses – they want a newsletter – 4 said print 5 said online – 8 said quarterly – 1 said monthly – 4 said no to contributing 5 said yes. They want alpaca news – vet updates and education possibilities. No one was interested in being editor. Donna has talked to Judy about the 2 of them doing it together.	
Nominations: Judy Howe Brenda Breedlove Fred Obenchain		
Show: Judy Howe	Debbie Bailey wants us to donate a vendor booth for the Quechua Project – she wants to run a small silent auction.	Sue makes a motion to accept the show committee minutes and that we give

		a booth for the Quechua Project - Donna seconds. All in favor.
Old Business:		
Item #1 Pat	Annual Meeting Location / Speaker/Seminar Sponsorships?	Discussed during the Education Committee Report.
Item #2	<p>Tabled in March- Would VAOBA consider using its Constant Contact account/member list for individual farm eblasts?</p> <p>AOBA does this and charges \$200 for 3 email blasts. After much discussion it was decided to not offer this service due to the time involved with adding member eblasts to someone's workload as well as the potential of VAOBA overloading member email boxes causing members to perhaps not notice the VAOBA communications any longer.</p>	<p>Sue makes a motion that we not do this – Donna seconds.</p> <p>All in favor.</p>
Item #3 Sue	Survey Results - Newsletter	See comments above in Newsletter committee Report.
Item #4 Donna	<p>Results of the discussion regarding an Executive Director Position</p> <p>There have been several discussions and some emails regarding this position. We hope to revisit this and make some decisions about it in the near future.</p>	Discussion is postponed for right now – will revisit at a later date.
New Business:		
Item #1	<p>Discussion – Posting Financials on a page in the member site. Please check out: www.alpacaowners.com & after logging in – Financials.</p> <p>Russ thinks we should put the 2010 wrap up on there also.</p>	Sue makes the motion to post financial info on the website – Marian seconds. All in favor
Item #2	<p>Discussion – Email archive? Suggest we go back through Constant Contact and post our emails in the archive in the member site.</p> <p>Sue will ask Janet about receiving emails. We are leaving this topic open and will revisit.</p>	
Item # 3	National Alpaca Farm Days – September 24 – 25 th Need to get the Proclamation in the works. We have had proclamations every	Marian will work on the

	<p>year except for last year when inadvertently we let it lapse. Would someone be willing to pick this up? Found these – information will be of help but contacts are outdated.</p> <p>http://www.alpacaowners.com/FarmDaysSignup/docs/NAFD_Program_2008.pdf</p> <p>http://www.alpacaowners.com/FarmDaysSignup/docs/NAFD_Proclamation_Sample_2008.pdf</p>	<p>Proclamation Project for National Alpaca Farm Day.</p>
Next Meeting Date:	<p>May 2nd (without Sue) or May 9th</p>	<p>Hank makes the motion to change the meeting to May 9th – Russ seconds. All in favor.</p>
Adjournment:	<p>8:45 p.m.</p>	<p>Marian makes the motion to adjourn - Hank seconds. All in favor.</p>

Minutes Education Committee March Summary

Date: **April 3, 2011**

Committee: **Education**

Members in Attendance: **Pat Hamilton**

Report Submitted by: **same**

Topic	Discussion	Action
Meeting Called to Order –		
Approve Minutes:		
Treasurers Report:		
Agenda Items:		
Item #1	Debbie Bailey has contacted me about serving on the Education committee -	Ask the board to appoint Debbie Bailey to the education committee.
Item #2	Possible Marketing Seminars for the upcoming annual meeting:	

Julie Wassom - \$1500 – Workshop – does NOT include handouts. We can pick one from the following:

Marketing 911-Fast help when you need it most.
Good to great alpaca marketing.
Effective Website and email Marketing.
Magnet Marketing – Drawing Alpaca Prospects to your Farm.
Contact to Contracts – How to convert Farm visits into alpaca sales.

Lou Eustance – French Hollow Marketing \$1000 – includes handouts.

JUMPSTARTING YOUR ALPACA BUSINESS:
This seminar is designed both for the established alpaca breeder who is looking to revamp and the new breeder who is just starting. This seminar focuses on the premise that succeeding in the alpaca business involves far more than buying the best animals that you can afford to buy. This seminar is designed by an alpaca breeder, for alpaca breeders, from the breeder perspective. The marketing principles that will be discussed can be applied to all facets of the business

**Tom Lyga – E-Marketing - \$720
Proposed Outline:**

Marketing in 2011 – what has changed and what is the same.
Elements of an online strategy – including domain names, websites, branded email, e-commerce, and social media.
The changing landscape of social media – the new word of mouth.
Implementing a solid marketing strategy for your farm.

Breedworks - \$500 – asks that we provide them with a topic or advance questions.

Every presenter asks that we reimburse for travel/lodging expenses.

Propose we hire a company to provide a marketing seminar for the annual meeting.

Item #3	Farm sponsors for Marketing Seminar	Propose we invite individual farms to sponsor the marketing seminar to offset expenses.

FIBER COMMITTEE REPORT TO BOARD April 4, 2011

The fiber committee has held several phone conference meetings and a face to face in the past two months to coordinate the following projects:

Two (April 2 & 3) grading and sorting clinics;
 Fiber Arts Competition and Auction components for the Expo; and
 Launch of the Yarn Project.

1. Grading & Sorting Clinics

The fiber committee recognizes and appreciates very much the additional work required from the board and the president in finalizing the plans for the grading/sorting clinics, together with the sponsorships which allowed these classes to go forward. It is our hope that most board members will have an opportunity to attend, and realize the importance to our members and state industry of imparting a skill that all farmers can employ to take our processing to the next – large clip – level.

We will work within our committee to avoid any misunderstandings regarding any fluctuations in amounts in the future so that budgets that come before the board reflect accurate projected revenues.

2. Fiber Arts Competition/Auction Contributions for Expo

The committee met face to face to review mill samples for the yarn project and various fiber arts competitions' components. It was decided, since the interest in this competition has been lukewarm at best in the past, that we would recommend to the show committee a larger competition – including all craft categories and even skein competitions – in hopes that the new venue, together with many possible entry categories, will drive a larger interest.

The committee plans to highly promote and publicize this element of the Expo, with the thought that this year's results can then be a determinant as to whether the time and effort required to implement this competition is sensibly spent in the future.

3. Yarn Project Launch

The committee appreciates the board's support of this ambitious project, which came in time for announcements at the clinics. A formal e mail announcement for members was finalized at the last fiber committee meeting; this will be sent to the board for approval within the next several days in hopes that an immediate notification can be e mailed.

Samples submitted by all mills in response to the RFP were examined at the face to face meeting of the committee, together with pricing and turnaround timing. In every review criteria, Morningstar Mills in Ohio was superior and was selected.

Respectfully submitted,

VAOBA Fiber Committee
by Lisa Darley and Linda Polak, co-chairs

MEMBERSHIP REPORT TO THE BOARD 4/4/11

We have added five new members and had four renewals since our last meeting. Below are the new and renewing members and farm names – a good month!

New Member
Gary & Judi Ward
Memory Hill Farm Alpacas

Renewing Member
William and Candace Frey
Hope Springs Farm Alpacas

Renewing Member
Tara King/Andrew Leach
By The Bay Alpacas

New Member
Kandy E. Lovelidge
Kandy Coated Alpacas

New Member
Keith and Cindy Graham
Royal Oak Farms LLC

Renewing Member
Sharla, David, Mike & Linda Willis
Peaceful Heart Alpacas

Renewing Member
Kevin Sullivan
Hummingbird Hill Farm

New Member
Edwin & Madge Sims
Beulah Alpaca Farm

New Member
CarlaGay Higgins
Higgly Farm Alpacas

Date: April 3, 2011

Committee: Show

Members in Attendance: Judy Howe, Donna Higgason, Pat Hamilton, Pat Rice, Joe Kyger, Cheri Seiler

Report Submitted by: Judy Howe

540-604-4914

Topic**Discussion****Action**

Meeting Start time: 7 pm

Topic #1

Updates

- The contract for the venue has been signed, delivered and the down payment submitted so we are locked into our date and venue.
- Forms for spin off and fiber arts have been coming in over the month. Sue Ives has been working to get it all in a uniform format and we should have certification soon.
- RFPs have been sent out for the photographer job (4 requests) and the announcer job (2 RFPs). They should be back by mid-April and the committee can recommend selections by May meeting.
- Pat Hamilton sending letters to vendors this week.

Topic #2

Visit to the Venue

- Donna, Judy, Pat Hamilton, Glen Kirby and Sue Hammer visited the venue on April 1st. Took pictures and measurements.
- Will have to rearrange the original layout a little to accommodate a structure on each side of the building. May cause us to lose one gold sponsor.
- Got a good look at the electrical boxes in the floors. Pictures of venue and boxes sent to committee members.
- Had a good discussion regarding the use of cardboard chips in the stalls versus sod. The price quote on the sod at Enfield sod, is at the contractor price of \$2.40/sq yd installed. This is much lower than originally estimated. The chips are also expensive, so using the chip budget and part of the savings on the ring sod, we could get sod in the rings. That would be better for animals (less slip factor) and make for a higher quality show. Judy checking with Enfield sod

Judy checking with Enfield sod on use with stalls.

Judy will redraw plans to accommodate for structure on each side of building and notify Donna if any sponsor locations are lost.

Topic #3	<p>about their ability to handle an order that is 3 times larger than original estimate.</p> <p>Photo Contest</p> <ul style="list-style-type: none"> • Pat Rice will send Judy details for the photo contest. Hope to get all of this info on the website in the next week or so. 	
Topic #4	<p>Herdsire Auction</p> <ul style="list-style-type: none"> • Subcommittee met earlier in the month regarding this auction • Basics from first meeting are that we will look for 15-18 herdsires of different colors and different farms/locations. Each will have won at least a blue ribbon and have been proven minimally by a positive ultrasound. • Margaret Hamilton was unable to attend meeting so extended discussion was tabled till next month. 	<p>Margaret Hamilton will put together package of herdsire auction material for committee discussion and approval. More work on this topic to take place this month.</p>
Topic #5	<p>Seminars</p> <ul style="list-style-type: none"> • We have the one seminar room and can do 4 seminars on Saturday and probably 3 on Sunday. • Brett Kaysen will provide one seminar on each day. • Joe and/or Pat will talk to Brett to get an idea of what topics he can cover. • Pat will work on coming up with a plan to fill the other five time slots. 	<p>Pat Hamilton will be working on seminar plans.</p>
Old Business:	<p>Still looking for additional pen /stall rentals. Donna will check at MAPACA to see who they use.</p> <p>Donna will try to get some of our sponsors to pay up this weekend at MAPACA. All platinum's sold. Several gold sponsorships left. Most silvers sold.</p>	<p>RFP still needs to be sent out, would like to have at least 3-4 vendors.</p>
New Business:	<p>Tee shirt contest</p> <ul style="list-style-type: none"> • We had a discussion regarding a tee shirt contest similar to what MAPACA did about 5 years ago. • We would come up with a prize pack for the winning design submission. It's a good time to do this as we are at a new venue and at a new time of year. • Donna and Pat Hamilton will work on this. <p>Show Marketing</p> <ul style="list-style-type: none"> • Patty will send a full page flyer for our show to Cheri Seiler on April 4th. Cheri 	

will print 250 copies and take to MAPACA. Cheri and Donna will distribute to exhibiter stalls.

- A half page ad has been submitted and paid for at American Livestock magazine for their May, June, July issues.

Next Meeting Date: Set for May 1st at 7pm

Adjournment: Approximately 7:45pm

April 4, 2011 VAOBA Treasurer's Report

Current Accounts

Wachovia Non-profit Checking Show Account *4532

Description	Amount
Beginning Balance (3/01/11)	\$9,041.59
Deposit/Transfer:	
Credit Card Charges: Ad in American Livestock	(425.00)
Checks Cleared: Expo Superintendent and Deposit towards Spin-off Judge	\$ (600.00)
Bank Commercial Charges: Checks for Main Account	-
Closing Balance (3/31/2011)	\$8,016.59

Ending Adjusted Show Account Balance (3/31/11) 8,016.59

Wachovia Non-profit Checking Primary Account *8660

Description	Amount
Income	
Beginning Balance (3/1/2011) from *8660	\$26,939.38
Deposits:	\$ 2,310.00
Total Deposits	\$2,310.00

Deposit items Adjustment

Debits

Bank Fees	\$ (110.76)
Checks:	\$ (662.62)
Total Debits	\$ (773.38)

Ending Balance for Main Account (3/31/11) \$28,476.00

Combined Balance for Main and Show Accounts (3/31/11) \$36,492.59

Outstanding Expenditures	Cheryl DeWitt	\$	(5,328.48)
	State Fair	\$	(3,125.00)
	Patty Fuller	\$	(720.44)
	Quality Inn	\$	(146.25)
Pending Deposits	From Neonatal	\$	285.00

***COMBINED ACCOUNT BALANCES (Adjusted) 4/4/2011 \$27,457.42**

Receivables:

Andean Tradition (Vendor Expense) \$250.00 Changed name and pursuing

Total Receivables \$250.00

Russ Pond, Treasurer