

July Minutes
Board of Directors Meeting

Date: July 5, 2011

Members in Attendance: Nancy Ogan, Joe Kyger, Russ Pond, Pat Hamilton, Donna Higgason, John Hanna, Hank Boyd

Agenda Submitted by: Pat Hamilton

Topic	Discussion	Action
Meeting Called to Order at 7:02 p.m.		
Approve Minutes:	Approve June Minutes	Hank makes the motion – Donna seconds – all in favor.
Treasurers Report: Russ Pond	Russ commends Pat Hamilton for getting Sponsors and covering the costs of the annual meeting. Russ is working on the taxes – he had to go to Richmond to get copies of our original Articles of Incorporation. Old taxes have been filed and we are working on IRS regulations. Russ needs to pay \$850 to IRS for re-filing of tax exempt status.	Donna makes the motion – Joe seconds – all in favor Donna makes the motion – Nancy seconds – all in favor.
Committee Reports		
Education: Pat Hamilton	Nancy thinks we need to be careful hiring Educational Seminar folks that push their own agenda – Donna agrees – Nancy thinks we should make it clear up front – we want them to focus on the topic.	Donna makes the motion – Joe seconds – all in favor
Fiber: Linda Polak & Lisa Darley		Donna makes the motion – Joe seconds – all in favor.
Marketing: Margaret Hamilton		Nancy makes the motion – Joe seconds – all in favor
Membership: Hank Boyd		Donna makes the motion – Joe seconds – all in favor.
Newsletter: Margaret Hamilton	Sara Hanna volunteered to help.	
Show: Judy Howe	Nancy thinks Brett Kaysen is too expensive and wants to look for a different commentator. Donna will go back to Judy so the show committee gets RFPs for the auctioneer and commentator.	Joe makes the motion – Donna seconds - all in favor.
Old Business:		
Item 1	National Alpaca Farm Days	No report
Item 2	Russ says we are at 60% - mostly farm memberships have not paid yet. Donna thinks we should wait 30 days to send out additional invoices. John Hanna says we should remind everyone that they should pay so they can register for the show.	

Item 3	Donna thinks we should make up a brochure and have a membership booth at the show. Discount when signing up for a show, discount when attending educational events. VAOBA show helps farms market their animals. VAOBA website. John Hanna would like to work with Donna on the tri-fold handout. Perhaps we could have a mini annual meeting at the VAOBA expo. Nancy thinks we should have the VAOBA farm store. Judy and Donna will work on finding space.	
Item 4	Nominations for the new Board Member Directors position. Nancy nominates Al Dillon – Courthouse Pastures. Russ says that Hank Boyd would be willing to do it.	Al Dillon is elected to fill vacant Directors Position on the Board.
Item 5	Pat Hamilton volunteers to work on Nomination Procedures for the Board to review.	Joe makes the motion – Nancy seconds – all in favor.
Item 6	Nancy would like to see us pro rate membership fees for new members only. Have the membership committee provide welcome letter to new members with contact phone numbers and benefits of becoming a member. Pat will try to find the State Fair booklet that Teri Phipps did several years ago. Donna says she will give out membership brochures at her stall at shows. Put it in the newsletter asking farms to try to get new members. Perhaps a hall of fame on website that acknowledges farms that get new members. Perhaps send a note to the membership committee. Joe volunteers to be on the membership committee. John Hanna suggests that Pat summarizes feedback and send it to the Board for review.	Donna makes a motion – Nancy seconds – all in favor.
Item 7	Nancy followed up on the Fauquier County problem and stated that the law has been in effect for a long time and refers to Farmers Markets.	
New Business		
Item 1	Donna thinks the Newsletter should sell ads and will present ideas at the August Board Meeting.	
Item 2	Nancy will research Constant Contact and report back to the Board.	
Item 3	Nomination Procedures for future elections	
Item 4	By Law Review – Russ suggests we look at what AOBA did this year to fix the quorum problem.	
Next Meeting Date:	Changed to August 8, 2011 via email vote	
Adjournment:	Donna makes the motion Russ seconds – all in favor	

Agenda/Minutes Education Committee July Report

Date: **July 5, 2011**

Committee: **Education**

Members in Attendance:

Report Submitted by: Pat Hamilton

Topic	Discussion	Action
Meeting Called to Order – No meeting this month.		
Approve Minutes:		
Agenda Items:		
Item #1		
Item #2		
Item #3		
Item #4		
Old Business:		
New Business:		
Next Meeting Date:	TBD	
Adjournment:		

Agenda/Minutes Marketing Committee June Report for July Meeting

Date: **June 30, 2011**

Committee: **Marketing**

Members in Attendance: Margaret Hamilton

Phone calls to Kandy Lovelidge, Sherry McEvoy, and Donna Guthrie for recruiting purposes.

Report Submitted by: Margaret Hamilton

Topic	Discussion	Action
Meeting Called to Order – individual calls		
Approve Minutes:		
Agenda Items:		
Item #1	New members to be voted in to the marketing committee please consider:	

	<p>Kandy Lovelidge, Kandy Coated Alpacas Donna Guthrie, Piney Ridge Alpacas Sherry McEvoy, Alpaca Pastures of VA</p> <p>to be members of the marketing committee</p> <p>we will begin with formal monthly meetings on approval.</p> <p>This group is highly motivated and already have a number of ideas to help improve public visibility of VAOBA</p>	
Item #2		
Item #3		
Item #4		
Old Business:		
New Business:		
Next Meeting Date:	TBD	
Adjournment:		

Minutes

Date: June 12, 2011

Committee: Show

Members in Attendance: Judy Howe, Donna Higgason, Pat Hamilton, Pat Rice, Linda Polak

Report Submitted by: Judy Howe

540-604-4914

Topic	Discussion	Action
Meeting Start time: 7 pm		
Topic #1	<p>Selection Stall provider</p> <ul style="list-style-type: none"> RFPs were sent to 3 stall providers. One was offered for consideration. Light Livestock's proposal for stalls was accepted by the committee at just under \$12,000 plus 3 vendor stalls. This is below the budgeted amount. Jay Ward was notified of award. Contract to be sent in early July. 	Adequate funds need to be in show account to pay 50% down payment on stalls.
Topic #2	<p>Spin Off</p> <ul style="list-style-type: none"> Original spinoff closes June 30. On June 29th, Patty requested an extension from the judge who approved. Current number is approaching 100 entries. We are hoping to match last year's entries of approximately 200. Spinoff is now extended to July 14th. 	None
Topic #3	<p>Marketing</p> <ul style="list-style-type: none"> Discussion on how to get more farms to the 	None

	<p>show. Have run 2 ads, one in American Livestock and one in the AOBA magazine. Have done handouts at shows of our show flyer.</p> <ul style="list-style-type: none"> • Working on a postcard mailing to all AOBA farms located east of Mississippi. • Marketing for spectators: will focus on that in August. Will do a lot of that marketing at the State fair. Linda has an upcoming meeting with the fair people and will address marketing opportunities associate with the Meadow Event park. • Donna remarked on special invitations that were sent to the Maryland show. Sounds like a low cost opportunity to get farms to believe they are special and need to come to THIS show. 	
Topic #4	<p>Herdsire Auction</p> <ul style="list-style-type: none"> • At the time of this meeting, there were few if any herdsires nominated for the auction. Changed focus and went after herdsires. • Current number of nominated herdsires is now above optimal number with approximately 28 huacaya and 8 suri. Full list will be put together first week of July and small group will try to pare the number down. Perhaps the extra herdsires can go on the silent auction. • Donna described the PAOBA herdsire booklet and gave it to Judy, it looks great, like something we need to do. Describes the contract as between the winning bidder and the farm with no responsibility on association. • Also discussed the tables. We can limit what we do to decorate each herdsire's area and allow farms to bring in what they want. 	None
Topic #5	<p>Other</p> <ul style="list-style-type: none"> • Sponsors are paying and we have quite a few in. All vendors are on the website. Waiting for a few sponsor logos. • Pat Hamilton will be focusing her energy on vendors to get them filled. • Glen Kirby has volunteered to be an assistant barn manager and will be there all day Thursday before the show for setup. He has been to the site and has made measurements there. • We could open halter and fleece show registration as early as July 15th. Some other fall shows will be opening then as well, so we might go ahead and open earlier than originally expected. 	None
Next Meeting Date:	Set for July 10 th at 7pm	
Adjournment:	Approximately 7:35pm	

July 5, 2011 VAOBA Treasurer's Report

Current Accounts

Wachovia Non-profit Checking Show Account *4532

Description	Amount
Beginning Balance (6/01/11)	\$14,691.59
Deposit/Transfer:	3,961.00
Credit Card Charges:	
Checks Cleared: Don Tompkins (Expo Registration Site)	(\$800.)
00) Bank Commercial Charges: Checks for Main Account	- Closing Balance (6/30/2011)
Outstanding Card Charges:	

Ending Adjusted Show Account Balance (6/30/11) \$17,852.59

Wachovia Non-profit Checking Primary Account *8660

Description	Amount
Income	
Beginning Balance (6/1/2011)	\$20,041.59
Deposits:	\$ 10,948.00
Total Deposits	\$ 10,948.00

Deposit items Adjustment

Debits

Bank Fees	\$ (83.53)
Checks: Natural Bridge	\$ (1,485.88)
Direct Withdrawal At Conference	\$ (157.18)
Wire Transfers French Hollow	\$ (1,481.95)
Charges Natural Bridge	\$ (1,746.63)
Total Debits	\$ (4,955.17)

Ending Balance for Main Account (6/30/11)

\$26,034.42

Combined Balance for Main and Show Accounts (6/30/11)

\$43,887.01

Pending Payments

Show related expenses	\$ (6,000.00)
VAOBA Yarn Project	\$ (1,423.00)
CPA Fees (2010 Tax Filing)	(\$500.00)

Pending Deposits

***COMBINED ACCOUNT BALANCES (Adjusted) 7/5/2011**

\$35,964.01

Receivables:

Total Receivables

Russ Pond, Treasurer

Difference from July 12, 2010 \$535.23