

## August 8, 2011 Board Meeting

Nancy Ogan  
Russ Pond  
Donna Higgason  
Pat Hamilton  
John Sorbie  
Al Dillon

Meeting Called to Order - 7:15 p.m.

As the meeting began Nancy felt like someone was coming on the call and not identifying themselves so we changed the phone call to a new code number.

Donna makes the motion to approve minutes of the July meeting – Nancy seconds – everyone is in favor.

Russ gives Treasurers Report – IRS has cashed the \$850 check for reinstatement of nonprofit status. We are now banking with Wells Fargo. Russ asked Sue to provide Show Revenue.

Constant Contact – does it provide stats on who opens the emails and reads them. Pat will check on this.

Donna makes the motion to accept Treasurers report – Nancy seconds – everyone is in favor.

Alpacas 101 – no sales list – Nancy feels that Seminar folks should not promote their farm. Focus on the Seminar.

Nancy talks about Board members being members of AOBA and VAOBA. She will check the VAOBA By-laws.

Should we forward the membership list to Board Members that includes whether members are members of AOBA.

Performance at show?? Nancy has 4H folks that would be willing to do a Seminar for kids on Saturday.

Donna makes a motion to accept Education Committee – Nancy seconds – everyone is in favor.

Donna makes a motion to accept fiber committee report – Nancy seconds – everyone is in favor.

Marketing Committee – Nancy is volunteering to be on the Marketing Committee – Nancy makes the motion to get the Marketing committee a phone number – Donna seconds – all in favor. Nancy will get us new conference call phone numbers to use and give out to committees.

Membership Committee – Nancy is going to call Joe.

Pat Hamilton will liaison to the Fiber Committee.

Nancy makes a motion to do a letter to all committees announcing the new liaison – Donna seconds – all in favor.

Russ showed on the spreadsheet that farms paid to participate in seminars – they need to be contacted (14 farms) to renew their membership. Nancy and Russ think these farms should be invoiced. Donna thinks we need classes in August or Sept. to encourage people to join. Nancy thinks we should market and tell folks the benefits of VAOBA. Nancy will put together a benefit statement to go with invoices – we need a survey and ask folks why they are not renewing.

Russ makes the motion to send out a survey using constant contact to all members – Donna seconds – everyone is in favor.

Nancy – what if each board member makes some personal phone calls to find out why they haven't joined. Donna asks Nancy if we can have a booth at the Double O Good auction. Nancy says yes we can. Donna suggests a raffle for a giveaway at the auction. Donna will donate the Alpacaopoly game and some sweaters. Nancy will donate a breeding.

Nancy wants a quarterly phone call for all members to call in and ask questions.

Donna makes the motion to send out invoices and benefit statement – Nancy seconds – everyone is in favor.

Russ is asking if the membership committee can take over updating constant contact – Pat & Nancy will work on updating.

Newsletter – Donna sent out a sample – vet corner – recipe corner – upcoming events at farms - tips corner – advertising \$\$ - newsletter cost \$285-350 previously – full page \$150 – sign up for whole year – give a discount – get Margaret to put on facebook – we were selling ads – Coarse Broads wants to get an ad – the insurance man wants an ad – VAOBA benefits should be in there also – and on website.

Nancy makes a motion that we accept the newsletter – Al seconds – everyone is in favor.

Show Committee – attendance on committees – Nancy makes a motion to review by laws concerning missing Committee meetings. John will review by laws and Al Dillon will help.

Nancy makes the motion to accept show report – Donna seconds – everyone is in favor.

Nancy – can we get on the website that the Governor signed the proclamation about National Alpaca Farm Days.

Nancy can store the carpet in the auction barn for free.

Pat sent out Round Table Discussion to Board for comments.

Next meeting is Sept 12, 2011 at 7 p.m.

Nancy makes the motion to adjourn Donna seconds – everyone is in favor – 8:38 p.m.

## **Urgent BOD meeting 8-12-2011**

Pat Hamilton  
John Hanna  
Sue Ives  
Nancy Ogan  
Donna Higgason  
Al Dillon

Meeting called to order at 5:33 p.m.

Sue Ives gives background:

In April Sue contacted AN and it is a program provided by AN. The info is only seen on the VAOBA website – if they are members of AN it will be on AN also.

Marketplace website -

John asks - what information gets shared in the Marketplace -

Sue – says Farm Locator had farm info and logo – no animals – no products -

Nancy says if she calls AN and adds Look at me Now – how long will it take to update -

Sue says you must go onto AN to add and update your listing -

Donna thinks the Breeder Search is named incorrectly.

John asks about Alpaca Street.

Nancy looks at the PAOBA website. She likes the state we had on the website before – you could click on a region to find a farm.

Sue says that the state locator didn't work – it was changed.

Sue offers to have Janet put back the farm locator.

Nancy wants Farm Locator on the left hand side. She wants Alpaca Marketplace as the title with Breeder Search under that.

John asks if we could allow Alpaca Street and Open Herd come in at a later time.  
Sue thinks not.

Johns point is that we are giving AN a privileged spot and not giving it to other organizations.

Open Herd offers a similar program – John wants us to consider how to incorporate Open Herd.

Donna - We are asking members to reload all of their information – this is a lot of work. I think we are obligated to find a way to include Open Herd or Alpaca Street.

Nancy – agrees with Donna -

Sue – are you voting or not??

Donna – is there anything on the website that says that VAOBA is not responsible for the information.

Nancy thinks we need to investigate what Open Herd offers before we roll all of this.

Donna thinks we should hold off on the email blast -

Nancy makes the motion that we take down the Marketplace – put the Farm Locator put back up.

Donna seconds – all in favor. Pat Hamilton did not vote.

Meeting adjourned 6:11 p.m.

## **REPORT OF THE FIBER COMMITTEE TO THE VAOBA BOARD FOR MONDAY, AUGUST 8, 2011 MEETING**

The fiber committee met twice since our last report and is pleased to submit the following:

### **I. Yarn Project**

The yarn is in process now; scheduled for completion around August 15<sup>th</sup>;

Lisa Darley will pick up the yarn at the mill upon completion.

The committee is coordinating with Patty Fuller for the labeling and will be ready to have a “label session” prior to the State Fair alpaca weekend.

Linda Polak spoke with State Fair representatives regarding displaying the yarn in the Young McDonald barn and that it will have a space in the alpaca tent on farm days. They have even agreed that – when responsible people are in the Young McDonald barn – that it can be sold if we like; this is unusual but a benefit to us.

The show committee discussed placement of the yarn project sales center, and the membership committee thinks it would be beneficial to integrate our membership information with the sales area in one VAOBA exhibit/vendor area.

### **II. Fiber Arts**

The sign up information is on the website for the fiber arts competition. We have arranged with Sue for a “piggy back” promotion for it on her next show e mail blast, and have talked with Patty Fuller regarding a flyer/poster to have at the alpaca days tent and at the Young McDonald barn at the Fair.

### III. Student Design Competition

The committee has discussed preparation of a formal presentation to our Virginia colleges regarding the design competition, with each committee members presenting to a different school(s). The time required this year to establish the sorting/grading clinics and yarn project forced this project on the back burner, but this is our next focus.

Respectfully submitted,

Linda Polak, co-chair  
 Lisa Darley, co-chair  
 Pam Whiting, B.J. Ellis, Robin Ayars

#### Minutes

Date: Aug 3, 2011

Committee: Show

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

Absent: Joe Kyger, Cheri Seiler

Report Submitted by: Judy Howe 540-604-4914

Topic	Discussion	Action
Meeting Start time: 7:30 pm		
Topic #1	Announcements <ul style="list-style-type: none"> <li>Registration opened in mid-July. Sponsors are encouraged to complete that section of registration to reserve sponsorships.</li> <li>Spinoff registration ended with 145 entries, down from last year (195).</li> <li>Judy met with Tina Pruitt from Meadow Event Park. She is happy with our layout. Looked at RV camping area, great hookups – info added to website.</li> <li>Will use event insurance provided by Meadow Event park folks, cheaper than Wilkins and meets all the requirements of contract.</li> </ul>	None
Topic #2	Expenditures <ul style="list-style-type: none"> <li>Discussed possibilities for enclosure to rings. Got prices on pipe and drape. Committee voted to use 'Exhibits Inc' which offer pipe and drape for \$2/linear foot with delivery, setup and removal. Total price around \$1500. Will use blue for male ring and silver or maroon for females.</li> <li>Reviewed several options for audio equipment. Agreed to use rental from Bang Music in Stafford. Three systems for \$220 for weekend. Will need to pick it up Friday night.</li> <li>Need plans for carpet and plastic purchase/rent.</li> </ul>	- Judy will send contracts back to both Exhibits Inc and Bang Music to reserve pipe and drape, and audio equipment for show. - All members asked to look around and see what they can find out about getting carpet for aisles, send ideas to Judy
Topic #3	Herdsire Auction <ul style="list-style-type: none"> <li>We have 20 huacaya/1 Suri. Margaret and Donna are calling owners, confirming donation and sharing details of auction.</li> <li>VAOBA will put herdsires on website, include them in auction booklet and print a 24"x32"</li> </ul>	- Margaret and Donna completing contacts to owners. - Judy receiving info to place herdsires on website. - Judy will get posters made

	<p>poster to be used at show and auction.</p> <ul style="list-style-type: none"> <li>• Auction booklet will be printed by Able Publishing. Posters online printers.</li> <li>• Joe Kyger is attending auction school starting this week and can be our auctioneer.</li> <li>• Nancy and Donna will provide commentary on herdsires. Research will be a team effort. Doesn't make sense to get Brett Kaysen if we don't need him for seminars.</li> </ul>	<p>and work with Steph Pride on herdsire booklet.</p> <ul style="list-style-type: none"> <li>- Small group will work with Nancy and Donna to ensure maximum research done on all herdsires.</li> </ul>
Topic #4	<p>Exhibiter Marketing</p> <ul style="list-style-type: none"> <li>• Review of marketing already done: Ads in several show catalogs, Flyers to Mapaca, Nationals and POABA, Eblasts, half pg ad in AOBA magazine, half page ad in American Livestock.</li> <li>• Current marketing 40 invitations to large farms and Suri farms, and 300 postcards to other mostly east coast farms (\$369). Thanks to Patty for artwork and Pat for getting out invitations and postcards.</li> <li>• Will have flyers or postcards at Breeder's Edge.</li> <li>• Given choice of doing another AOBA mag ad or another round of postcards, committee voted to use postcards as they are more direct to farms that might come to the show and cost is about the same.</li> <li>• Next AOBA eblast needed in mid-August.</li> </ul>	<ul style="list-style-type: none"> <li>- Postcards being sent out this weekend.</li> <li>- Flyers need to be made for Breeder's Edge.</li> <li>- Depending on registration, may re-send postcards at future date.</li> </ul>
Topic #5	<p>Public Marketing</p> <ul style="list-style-type: none"> <li>• Discussed flyers at the State Fair.</li> <li>• Committee to send marketing ideas to Judy during this upcoming month for focus next meeting on how to use \$4k to get maximum public to the show.</li> <li>• Tina at Meadow Event park to send marketing packet.</li> </ul>	<p>All committee members to think how best to get public into venue and send Judy ideas.</p>
Topic #6	<p>Tee Shirt Design contest</p> <ul style="list-style-type: none"> <li>• Pat and Donna came up with T-shirt design contest to create a new Expo t-shirt.</li> <li>• Prizes for winning designs.</li> <li>• Info going up on website today.</li> <li>• Designs due October 1<sup>st</sup></li> <li>• T shirts available at show – pre-selling in Nov.</li> </ul>	<ul style="list-style-type: none"> <li>-Judy will get T-shirt design info up on website.</li> <li>-Pat will send eblast as soon as info is on website.</li> </ul>
Topic #7	<p>VAOBA Store</p> <ul style="list-style-type: none"> <li>• Due to great outpouring of emotion over the store, Judy agreed to give up 5 vendor spaces for a store PLUS the VAOBA yarn project provided someone takes full responsibility to running it.</li> <li>• Catie Dutcher is interested in doing it. Friend of Margaret Hamilton might also help.</li> <li>• Need to work with Russ on using credit cards in store. Should farms pay a percent or flat fee for this?</li> <li>• Details on labeling, coverage of sales, etc. needs to be worked out well ahead of time.</li> </ul>	<p>Catie Dutcher to call Judy regarding store. Patty and Linda to also be involved.</p>
Next Meeting Date:	Set for July 10 <sup>th</sup> at 7pm	
Adjournment:	Approximately 8:50pm	

## August 8, 2011 VAOBA Treasurer's Report

### Current Accounts

Wachovia Non-profit Checking Show Account \*4532

Description	Amount
Beginning Balance (7/01/11)	\$17,852.59
Deposit/Transfer:	1,376.00
Credit Card Charges:	
Checks Cleared: Light Livestock (for Panels)	(\$5,981.25)
Bank Commercial Charges: Checks for Main Account	-
<b>Closing Balance (7/31/2011)</b>	<b>\$13,247.34</b>
Outstanding Card Charges:	

**Ending Adjusted Show Account Balance (7/31/11)**

**\$13,247.34**

Wachovia Non-profit Checking Primary Account \*8660

Description	Amount
Income	
Beginning Balance (7/1/2011)	\$26,034.42
Deposits:	\$ 6,197.00
<b><u>Total Deposits</u></b>	<b>\$ 6,197.00</b>

Deposit items Adjustment

### Debits

Bank Fees	\$ (295.98)
Checks:	
IRS (Re-submittal of 501-C5 Application)	\$ (850.00)
Rosen & Underdown (CPA)	\$ (510.00)
Direct Withdrawal	
At Conference	\$ (51.60)
Constant Contact	\$ (9.50)
Wire Transfers	\$ -
Other Charges	\$ -
<b>Total Debits</b>	<b>\$ (1,717.08)</b>

**Ending Balance for Main Account (7/31/11)**

**\$30,514.34**

**Combined Balance for Main and Show Accounts (7/31/11)**

**\$43,761.68**

### Pending Payments

Show related expenses		TBD
VAOBA Yarn Project	\$	(1,423.00)

<b>Deposits after July 31, 2011</b>	Shady Nook	\$100.00
		\$ 1,679.00

**Withdrawals after July 31, 2011**

**\*COMBINED ACCOUNT BALANCES (Adjusted) 8/5/2011**

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**\$44,117.68**

Receivables: \$ -

**Total Receivables** \$ - Russ Pond, Treasurer