



Board of Directors Meeting Minutes

August 2, 2017

Present: Jim Beck – President
Mary Forte – Director At Large
John Conlon – Director At Large
Brenda Landes – Secretary

Vacant – President Elect
Aimee Matheny – Treasurer
Burt Benson – Director

1.0 Meeting Opening:

- 1.1 The meeting was held via telephone conference, and commenced at 7:05 PM. The discussion was specific to the VAOBA Alpaca Show in order to make decisions on show guidelines required for Event Coordinator (Judy Howe) to implement.
- 1.2 Fiscal strength of organization is very important to the BOD in its decisions about the show budget.

2.0 VAOBA Show Guidelines. Jim Beck to give Judy Howe a call tomorrow at 5 PM. The following was discussed in preparation for the call:

- 2.1 BOD to stick with event name change to VAOBA Alpaca & Fiber Festival.
- 2.2 Approved VAOBA BOD Budget is \$65,070. Proposed budget from Event Coordinator is \$89,470, with revenues expected of \$82,891.
- 2.3 Revisions to be made to the above proposed projected cost (result in savings of \$17,821).
Approved Budget changes as herein noted:
\$1,600 - no show program per BOD 8/2/2017 to eliminate print costs
\$2,000 - photographer reduced per email JH 7/22/17
\$801 - Announcer to be a volunteer per email JH 7/22/17
\$1,200 - no incentive gifts per email JH 7/22/17
\$500 - reduce the seminar expense per email JH 7/22/17 & find more volunteer presenters
\$XXX – can barn manager be volunteer position? Probably not – security & responsibility, as well as retrieval of carpet, and barn setup, etc.
\$100 - no decorations per email JH 7/22/17
\$500 - no herdsire catalog per BOD 8/2/17
\$2,150 - reduce stall cost per JH 7/22/17
\$600 - Auctioneer to be volunteer per BOD 8/2/2017
\$750 - reduce ribbon cost per JH 7/22/2017, but consider change in colors
\$XXXX – try to get a corporate sponsor for food
Eliminate fleece shows, and consider a public vote people’s choice fiber arts event category
\$2,500 - no fleece Judge
\$900 - no fleece Superintendent

- \$300 - no fleece show supplies
- \$500 - no fleece show ribbons
- \$3,420 - no Spin off and non-fiber art expenses
- Need to donate to FFA, as they give great assistance every year
- 2.4** We will only be having (2) two shows ~ halter show & walking fleece show
- 2.5** All purchases - get 2 quotes - keep for records - no approval needed.
- 2.6** All vendors (working for the VAOBA show) ~ get 2 quotes - keep for records - no approval needed.
- 2.7** Ribbons - cut back to medium size ribbons. (keep banners but reduce size)
- 2.8** Vendor cost -
 - \$175 / 10x10 stall
 - Additional stall cost ~ \$150 / 10x10
 - Added cost - - electric / table and 2 chairs
 - Vendor will be listed on the VAOBA site with their link the length of the show.
- 2.6** BOD needs to reach out for a wider selection of vendors. A vendor coordinator should be used for reaching out to vendors.
- 2.7** Seek out someone to volunteer as an auctioneer ~ possibly for free stall
- 2.8** See if we can get corporate or farm to sponsor heavy hors d'oeuvres for Saturday night dinner food and drinks with cash bar. (JH to find out where it states that we are under contract to use the facilities caterers.)
- 2.9** Close registration by November 1 with late registration (tentatively) closing November 6.
- 3.10** BOD would like to allow alpaca farms that are showing to purchase additional stalls to sell merchandise next to their animals.
 - Registration will close by October 20
 - County fee to be paid by vendor (\$15.00)
 - Table & chairs if requested will be paid by vendor
- 3.12** No show program due to expense and no data showing it can pay for itself. The BOD will look into doing a possible online program for next year's show, unless JH knows someone who can put together this year for no/minimal cost.

3.0 VAOBA Sponsorships. The following changes to the Sponsorship Opportunities were discussed:

- 3.1** No 10% early bird pricing.
- 3.2** Each sponsorship is for one entity or one farm....no multiple farms.
- 3.3** All platinum and gold sponsorships will need to be heavily marketed through social media and / or the website. VAOBA BOD to work on the social media and website.
 - 3.3.1 PLATINUM SPONSORSHIPS** - Changes to the attached exhibit as follows:
 - \$1,250
 - (12) Farms
 - No show program listing
 - No gift card
 - No photos
 - Acknowledgement throughout show will stay
 - No wine
 - Year listing on the VAOBA website ~ main page with a link to website
 - (3) Three class sponsorships
 - (1) One champion class sponsorship

Badges are a yes
If selling merchandise - additional county fee will be collected
Endcap and 2 stalls

3.3.2 GOLD SPONSORSHIPS - Changes to the attached exhibit as follows:

\$800
(8) Farms
No show program listing
No photos
Year listing on VAOPA website with a link to website up to show time
Badges are a yes
If selling merchandise - additional county fee will be collected
Stay with endcap and 1 stall

3.4 SILVER SPONSORSHIPS - Changes to the attached exhibit as follows:

\$400 No limit on number of farms
Stalling to read as follows: priority stalling in the building after the platinum and goldyou will be ringside or as close to the rings as possible, location will be dependent on the order of payment received
No show program listing
No photos
No badges
Stay with 1 stall

3.5 BRONZE SPONSORSHIPS will be eliminated

3.6 CORPORATE SPONSORSHIP. JH feels there is more interest at \$500. Board decided it should

stay at \$750.....NO LIMIT
No show program listing
Acknowledgement throughout show will stay.
They will be able to provide a (1) hour seminar.

3.7 Walking Fleece sponsorship will be eliminated

3.8 Fleece Show sponsorship will be eliminated

3.9 VAOPA President will call Judges that we won't use due to elimination of portions of the show for budget reasons.

3.10 Website & Social Media discussed

4.0 Meeting Wrap

4.1 Next Meeting: Thursday, August 9, 2017 at 7 PM

4.2 Adjournment: 9:26 PM

Respectfully Submitted, Brenda Landes

2017 VAOBA Expo Sponsorship Opportunity

All sponsors subject to early bird pricing which is 10% off until **September 30**. Must be paid by that date to get reduced price.

NEW.... Each farm sponsorship is for one entity only. So that would be for one farm, or one marketing group. Only one entity will be listed as the sponsor. If multiple farms wish to share a sponsor area, **ONLY ONE NAME** will be attached to the sponsorship.

PLATINUM: \$1,500 (8 farms) Early Bird (\$1,350)

BE SEEN ALL WEEKEND, BY ALL ATTENDEES!

- One complimentary 8x10 end cap display area centered between male and female rings, closest to entrance/exit to rings.
- Two complimentary alpaca stalls adjacent to display
- Preferred ringside stalling adjacent to display for additional stalls
- One banner in each show ring (3' by 8' or smaller)
- Full page color ad in the show program

- One championship class sponsorship
- Priority health check-in and separate unloading area
- Priority compliance check in your stalls.
- Twenty five dollar (\$25) gift card for use at any of the Expo Vendors
- Three complimentary photos with show photographer
- Logo posted on VAOBA Expo website with link to your farm website
- Acknowledgement in show program and throughout show
- Recognition on name badge.
- Complimentary bottle of wine
- Three (one page) inserts or promotional items placed in show bags (provided by sponsor)

GOLD: \$1,000 (8 farms) Early Bird (\$900)

- One complimentary 8x10 end cap display area located at sides of rings (further from center of rings as compared to Platinum sponsors).
- One complimentary alpaca stall adjacent to display
- Preferred stalling, adjacent to display for additional purchased stalls
- Half page color ad in the Show Program
- Priority compliance check in your stalls.
- Three complimentary photos with show photographer
- One banner in show ring location of your choice (3' by 8' or smaller)
- Logo posted on VAOBA Expo website with link to your farm website
- Acknowledgement in show program and throughout show
- Recognition on name badge.
- Two (one page) inserts or promotional items placed in show bags (provided by sponsor)

SILVER: \$600 (6 farms) Early Bird (\$585)

- One complimentary 8' x 10' display area at ringside
- Quarter page color ad in Show Program
- Priority compliance check in your stalls
- Two complimentary show photos by show photographer
- Logo posted on VAOBA Expo website with link to farm website
- Acknowledgement in show program on sponsor listing.
- Recognition on name badge and stalling area.
- One insert or promotional item placed in show bags (provided by sponsor)

BRONZE: \$250 Early Bird (\$225)

- Priority stalling in building after Platinum, Gold and Silver, ringside or as close to rings as possible, location dependent on order of payment.
- Quarter page black & white ad in show program
- Priority compliance check in your stalls.
- One complimentary show photo by show photographer
- Logo posted on VAOBA Expo website with link to farm website
- Recognition on name badge and stalling area.
- Acknowledgement in show program on sponsor listing
- One insert or promotional item placed in show bags (provided by sponsor)

Corporate Sponsor: \$500 (3 available)

- Half page color ad in show book
- One complimentary 10 x 10 vendor space with one table and 2 chairs
- Logo posted on VAOBA Expo website with link to your website
- One banner hung in building
- Acknowledgement in show program and throughout show
- Two inserts or promotional item placed in show bags (provided by sponsor)

Friday Night Food and Beverage Sponsor: \$1,000

Walking Fleece Sponsor: (1 available) \$1,000 Early Bird (\$900)

- Be the first to sponsor this popular new event with your donation supporting judging fees
- Half page color ad in the Show Program
- Logo posted on VAOBA Expo website with link to your website
- Banner prominently displayed in walking fleece ring
- Acknowledgement in show program and throughout show
- One insert or promotional items placed in show bags (provided by sponsor)

Fleece Show Sponsor: (3 available) : \$350 Early Bird (\$315)

- Quarter page color ad in show book
- Logo posted on VAOBA Expo website with link to your website
- One banner hung in building near entrance to Fleece Show
- Acknowledgement in show program and throughout show
- One insert or promotional items placed in show bags (provided by sponsor)

All early bird sponsorships must be paid in full prior to Sept 30th, 2017 to receive the discounted price. For the full fee sponsorship, must be paid for by October 15th to ensure inclusion in show program, Herdsire catalog and other printed materials. Ads must be submitted to Judy Howe by that date but earlier would be greatly appreciated.

For more info, contact:

Farm Sponsors: Donna Higgason, Clearview Alpaca Farm
804-366-6926 donna@bayshoreappraisals.com

Corporate, Walking Fleece Sponsor: Judy Howe (540 604-4914)

Fleece Sponsors Wildwood Alpacas
wildwoodpacas@yahoo.com

Sponsorships available through registration website starting August 1, 2017

Sponsorships are reserved, when paid. Pay online, and you can add other items later.



Board of Directors Meeting Minutes

August 9, 2017

Present: Jim Beck – President
Mary Forte – Director At Large
John Conlon – Director At Large
Brenda Landes – Secretary

Vacant – President Elect
Aimee Matheny – Treasurer
Burt Benson – Director

5.0 Meeting Agenda & Opening. The meeting started at 7:04 PM and was called to address outstanding items and the agenda was based on email correspondence as follows:

- 8/7. 12:35PM. ~AOA SEPTEMBER AFFILIATE LEADERSHIP COUNCIL
- 8/7. 12:40PM. ~STEVE PURDY - Insurance
- 8/7. 2:14PM. ~SHOW COMMITTEE - PARTICIPANTS
- 8/7. 8:21PM. ~SHOW GUIDELINES/CHANGES - REQUEST FROM JUDY
- 8/7. 6:17PM. ~VAOBA WEBSITE - DECISIONS ARE NEEDED
- 8/8. 10:24AM ~OPENHERD - LOG IN INFORMATION

6.0 Affiliate leadership council.

No one aware of affiliate leadership council
Jim will find out about and report back
Meeting is in direct conflict with VAOBA Board meeting timeslot

7.0 Steve Purdy – insurance.

Prior agreement of BOD was \$7.50/member to be on website
Liability insurance for BOD
Need to find out what commitment was made by former BOD for Farm Family
New Board and need to treat everyone equally
Mary will look at agreement to see if dates of enforcement relevant

8.0 Show committee.

Does anyone else on the BOD want to be on the committee?
Aimee, Mary, Jim will join call tomorrow night

9.0 Show guidelines/changes.

Judy wants opportunity to sell an exclusive Walking Fleece Sponsor per her email 8/7 6:35 PM
Last year walking fleece sponsorship was \$1000. Across the country, sponsorships are being reduced.
Motion to offer exclusive Walking Fleece Sponsorship at \$750 and give Judy leeway on incentives (Burt/Mary) Aye: 6 Nay: 0

Food and Beverage sponsorship. There is a list of caterers that can be used in venue. Judy suggests we offer an incentive - \$750/sponsorship (1 for Friday and 2 for Saturday). Can go to \$500/sponsorship if not limited number of sponsors and give 2 stalls or vender booth?
Motion to offer three sponsorships at \$750 and give Judy leeway on incentives (jim/burt) Aye: 6
Nay: 0

10.0 VAOBA / Openherd website.

Need one person taking lead on website – how we want to display information. Aimee will be liaison for now to get it going. Education committee has some great ideas. Brenda will overlap. Email links discussed and Jim will follow up with Jan at Openherd.

11.0 VAOBA Facebook.

Tied into a personal FB – need to close and establish a new FB? Jim will ask Sue Ives.

12.0 Replacement board member.

Donna Higgason – Mary will call

Brenda Breedlove – John will call

Need candidate statement from both

Table to next Board Meeting session – 3 dates will be sent out by Jim

Jim will send meeting invitation for next meeting

Motion to Adjourn Brenda/Burt

Adjourned 8:52 PM

Respectfully Submitted, Brenda Landes



Board of Directors Meeting Minutes

August 13, 2017

Present: Jim Beck – President Vacant – President Elect
Mary Forte – Director At Large Aimee Matheny – Treasurer
John Conlon – Director At Large Brenda Landes – Secretary

Meeting Opening. The meeting started at 7:34 PM and was called to vote for the following:

- Addition to the BOD
- Official vote for the show early bird special
- We have been asked by the Event Coordinator to reconsider this year's show book.

1.0 Vote on Replacement Board Member

Jim Beck became President following Deborah Bailey's resignation per the Bylaws. The BOD must appoint one of the Directors to be President-Elect and then appoint someone to fill the Director position. Mary Forte nominated herself to be the President-Elect. (Forte/Landes) Jim Beck nominated John Conlon to be President-Elect. (Beck/Landes)

Motion for Mary Forte to be President-Elect (Landes/Conlon) Aye: 5 Nay: 0

Motion to appoint Donna Higgason to replace Mary Forte as Director (Conlon/Forte) Aye: 5 Nay: 0

2.0 Vote on Early Bird Special

Motion to allow show committee to do early bird special (Mary/Conlon) Aye: 5 Nay: 0

3.0 Vote to Reconsider Show Book

No demonstrated history of show book benefits. Focus on public with one page handout. What about a show Facebook page?

Mary made motion to reconsider printed show book.
Aye: Jim/Mary 2 Nay: Landes/Matheny/Conlon 3

Motion to Adjourn Jim/Brenda Adjourned 8:12 PM
Next Meeting first Wednesday in September.

Respectfully Submitted, Brenda Landes

VAOBA Show Committee Report

Meeting Date: August 10, 2017

Committee: Show – Minutes of meeting

Members in Attendance to show committee: Judy Howe, Patty Fuller, Sue Ives, Jim Beck, Aimee Matheney, Debbie Bailey, Mary Forte, Brenda Breedlove, Donna Higgason, Dwight Bailey

Report Submitted by: Judy Howe

540-604-4914

Topic	Discussion	Action
Committee Meeting August 10. Start time: 7:00 pm and adjourn 9:00ish pm		
Topic #1	<p>Updates for committee members</p> <ul style="list-style-type: none"> • Auctioneer, likely we can get Randy Strong. Waiting on his final response after Judy discussed money saving issues with Debbie Harden. (Latest info on this is that Randy has declined to be auctioneer, no reason given yet) • Jason Evans is available as photographer. Price will be a fixed price for travel, lodging etc, and then \$18 per champion reserve photo that show will pay for. Will give more details later. All other photos will be paid by participant. • Judy has found a volunteer, John Lovelidge to be our announcer. His wife Kandy will lead the compliance efforts. • Veterinarians from Virginia Tech are lined up to come as usual with our \$1,000 donation to the school. They will also do a seminar. 	We need an auctioneer... ideas are welcome.
Topic #2	<p>Auction</p> <ul style="list-style-type: none"> • Brenda Breedlove has 35 donations already for the auction and silent auction. Items include several high dollar items such as weed wacker, blowers, working on a generator. Also items such as gift cards, wine baskets, etc. Should be a great variety of things for both regular and silent auction. • Brenda has a receipt to give folks for their donations but it is 501c5. Write offs would have to be for advertising. So we need to make sure these folks get plugged on our website and through electronic media. • Herdsire piece of auction will be handled by Debbie Bailey and assisted by Donna Higgason. • Committee decided to go with no more than 7 animal breeding donations, one per color, and 2/3 of them should be from Virginia. 	Board consider changing our status to 501c3 for future years
Topic #3	<p>Vendors</p> <ul style="list-style-type: none"> • Aimee discussed her desire for there to be many, many vendors. She talked about a show she went to in Midwest that concentrated on vendors. The board wants to have a festival 	

	<p>atmosphere with lots of vendor opportunity. The education committee is approaching lots of varied businesses to attend our show with the opportunity to give seminars.</p> <ul style="list-style-type: none"> • When asked about getting the public in, the board will use social media, and have asked for assistance from AOA • Vendor fees have been reduced, and exhibitors can sell from their stalls but must pay a county licensing fee. 	
Topic #4	<p>Education</p> <ul style="list-style-type: none"> • Kathy Klay will do a seminar for us on Friday regarding compliance checking for \$350. The show budget has \$500 for education so we should be able to do it. We might be able to get CABO to pitch in since they are the next show in February. • There is a need for this training as evidenced by an article in alpaca magazine about the importance of knowing what color your alpacas are. • Seminar would take place from approx. 10am to 1:30 pm. Compliance checking would start then for the show. • Hoping to get some support from AOA for this effort, perhaps with color charts and promotion. • The education committee is working on a pasture management and spinning seminar 	
Topic #5	<p>Other items</p> <ul style="list-style-type: none"> • Discussion ensued regarding show program. Board does not want to spend money on one. Need something to hand out to visitors, perhaps use a video monitor at front entry. Perhaps get other alpaca material to hand out. • Schedule of events on signage, or on handout in show bags, or attached to class lists. • Demonstrations. Discussion regarding free space for those who do demos. If they sell items they need to purchase one vendor booth, we can give additional space for educational demos. • Committee very positive on doing a 'fiber sale'. Need to contact guilds, get exhibitors to enter fleeces at \$5/fleece fee and put a price on them. Unsold fiber returned to exhibitor. Sales sent to exhibitors after show. 	
	- Next meeting August 29	