



Board of Directors Meeting Minutes

August 5, 2021

Present: Mary Forte – President
Vice President - Vacant
Heidi Dallman – Director
Director – Vacant
Judy Howe – Treasurer
Brenda Landes – Secretary
Susane Marsh – Director

Visitors: Cheri Seiler (joined for show committee and left at 8:00 PM)
Allyson C (joined for show committee and left at 9:10 PM)

1.0 Meeting Opening:

1.1 A meeting was held via conference call and commenced at 7:47 PM. Mary Forte called the meeting to order.

2.0 Business:

2.1 Secretary Report.

- 2.1.1 Judy made a motion to accept the June 7 BOD meeting minutes as written. Heidi seconded. There are no objections to approving the minutes. They are approved.
- 2.1.2 Need to send out a reminder to members to return ballots.

2.2 Treasurer Report.

- 2.2.1 Judy provided the June and July Treasurer's Report prior to the meeting.
- 2.2.2 Mary indicated that the only outstanding debt is \$500 that's due in October.
- 2.2.3 The balance was low due to capital expense for carpet for \$10,000, \$2000 to store it, and \$ to move it
- 2.2.4 Openherd invoice included \$562 for 15 hours website assistance and annual affiliate membership fee.
- 2.2.5 The June and July Treasurer's Report accepted as submitted.

2.3 Other Business.

- 2.3.1 Cheri Seiler's idea for show is to set up a Fiber Lounge for knitting, crocheting, weaving, etc. as a demo and to sell their items while at the same time giving free classes in lieu of the \$400 vendor fee. Would need small space for 6 – 10 people.
- Cheri and Mary to discuss separately tomorrow.
 - MAPACA used to do this and it drew in a lot of ticket paying people.
 - Sales would need to be secondary.
 - One of the persons doing a demo would also judge the fiber arts.
- 2.3.2 Jay to discuss committee responsibilities with Cheri offline as Cheri had to leave the meeting at 8:00 PM.

2.4 Annual General Meeting: August 28, 2021.

- 2.4.1 To be held at Mary's Alpaca.
- 2.4.2 Cheri Seiler will do a fleece demonstration.
- 2.4.3 Mary will do a fecal demonstration with a handout of the parasites.
- 2.4.4 Reminder email to be sent out to all members.

2.5 Show Committee Discussion of 3rd Chairman Report to VAOBA Show Committee.

- 2.5.1** Report was sent out today. Mary's drop box folder was shared, which includes the show contract.
- 2.5.2** The entire Expo will be \$16K for the space, \$8K for services, \$5K for discretionary. Very close to the same cost as 2019 show. Same deposit, same timing. No inflation on the Expo Center. We are now getting promotion and advertising that we didn't have before (big LED sign on I-95).
- 2.5.3** No dramatic changes to budget. If we can pull it off, will be very successful financially. Costs are pretty well known. Revenues are estimated. A lot of assumptions are in the notes. Also, more revenue discussion in prior report.
- 2.5.4** Jay has reduced number of total show entries down to 700 animal entries. Budget shows how each item is paid for – not robbing Peter to pay Paul.
- 2.5.5** The website is moving forward with Mary and Susane's technical input. The registration packet is linked.
- 2.5.6** All of the pieces are now laid out. There's a tremendous amount of work yet to do.
- 2.5.7** More discussion with Expo about the ticket price and their take. He hopes that the net to VAOBA will be based on \$5 individual ticket and \$10 family ticket.
- 2.5.8** COVID is still a wild card. People may still hold back due to Covid.
- 2.5.9** Jay's target is for the show to make \$50K and he believes the numbers support it.
- 2.5.10** A lot of work has been done to the VAOBA website. Website has all show info, ticket sales, etc on the site. Everyone needs to look at the website and make any suggestions.
- 2.5.11** Jay asked if Judy had paid Don Thompkins. Judy hasn't received an invoice. Jay will ask Don for an invoice.
- 2.5.12** Jay believes AOA is excited about our show. We need to ask AOA for info such as brochures, AOA representative & table. We can get a lot of help from them. We need everyone to think about VAOBA Show as a paradigm shift.
- 2.5.13** Jay has sent the waivers out to Board members as well as AOA and they have discussed with some of the Board members. Margie Ault indicated that the waiver will be discussed mid-August.
- 2.5.14** New guidance on fleeces is being considered at 2 inch length, but that's not according to the show rules. This will make an enormous difference with the Suri breeders.
- 2.5.15** Promotion. It will require real promotion to make this happen – Exhibitors and Attendees and the industry sponsors/leaders. Susane is helping a lot with website and social media emphasis. There will be person-to-person activity. A lot of effort to put a plan in place to promote this show. Jay has allocated \$10K to promotion, but no intention to spend it all in the next two weeks.
- 2.5.16** Herdsire Auction. Jay is pursuing options to make it a large national event.
- 2.5.17** Compliance Checkers. Need 4 teams. Can only spend a few minutes per animal.
- 2.5.18** Jay discussed the AGM as an aside. He suggested that BOD get on the phone to call those who haven't sent in their ballots and/or RSVP for the AGM.
- 2.5.19** Mary and Jay will be doing the "asks."
- 2.5.20** Carpet is still an issue. Photographs don't show it to be stored well. Jay will have to go physically look at it.
- 2.5.21** Jay was asked why vet students are in the budget at \$2K instead of \$1K? If vet students, would need to pay for hotel as well. Can't afford and will need to strike new arrangement. Last year we paid \$500 for a vet to be on call.
- 2.5.22** Jay discussed the Pen Sale idea which he hopes will sell more pens.
- 2.5.23** Concern expressed about the number of alpacas expected to make this show as large as the budget demands. Covid bump, CABO hasn't had a show. It's an optimistic

count. If we don't have the upfront ticket sales and registrations coming out of September, we pull back. The "buzz" means a lot and we need to keep our heads up. Noone's sending money out the door on a hope and a prayer.

2.5.24 Photographer still undetermined, but working on it and open to new ideas.

2.5.25 Groundwork has been laid. Need to sell, sell, sell.

1.0 Adjournment.

1.1 Meeting was adjourned at 9:45 PM.

1.2 Next meeting is to be determined. Mary will make request.

Respectfully Submitted by Brenda Landes, VAOBA Secretary

12:18 PM

08/04/21

Virginia Alpaca Owners & Breeders Assoc.
Reconciliation Detail
 Union Bank & Trust, Period Ending 06/30/2021

Type	Date	Num	Name	Clr	Amount	Balance
Beginning Balance						16,873.16
Cleared Transactions						
Deposits and Credits - 1 item						
Deposit	06/17/2021			X	509.17	509.17
Total Deposits and Credits					509.17	509.17
Total Cleared Transactions					509.17	509.17
Cleared Balance					509.17	17,382.33
Uncleared Transactions						
Checks and Payments - 4 items						
Check	12/21/2020	5130	Tuckahoe Treasures		-60.00	-60.00
Check	06/05/2021	5142	Fredericksburg Exp...		-3,000.00	-3,060.00
Check	06/05/2021	5143	AOA		-450.00	-3,510.00
Check	06/17/2021	5144	Cheri Seiler		-500.00	-4,010.00
Total Checks and Payments					-4,010.00	-4,010.00
Total Uncleared Transactions					-4,010.00	-4,010.00
Register Balance as of 06/30/2021					-3,500.83	13,372.33
New Transactions						
Checks and Payments - 1 item						
Check	07/19/2021	visa	Openherd		-811.50	-811.50
Total Checks and Payments					-811.50	-811.50
Deposits and Credits - 3 items						
Deposit	07/16/2021				436.65	436.65
Deposit	07/19/2021				135.00	571.65
Deposit	07/29/2021				300.00	871.65
Total Deposits and Credits					871.65	871.65
Total New Transactions					60.15	60.15
Ending Balance					-3,440.68	13,432.48

12:21 PM

08/04/21

Virginia Alpaca Owners & Breeders Assoc.
Reconciliation Detail
 Union Bank & Trust, Period Ending 07/31/2021

Type	Date	Num	Name	Clr	Amount	Balance
Beginning Balance						17,382.33
Cleared Transactions						
Checks and Payments - 4 items						
Check	06/05/2021	5142	Fredericksburg Exp...	X	-3,000.00	-3,000.00
Check	06/05/2021	5143	AOA	X	-450.00	-3,450.00
Check	06/17/2021	5144	Cheri Seiler	X	-500.00	-3,950.00
Check	07/19/2021	visa	Openherd	X	-811.50	-4,761.50
Total Checks and Payments					-4,761.50	-4,761.50
Deposits and Credits - 3 items						
Deposit	07/16/2021			X	436.65	436.65
Deposit	07/19/2021			X	135.00	571.65
Deposit	07/29/2021			X	300.00	871.65
Total Deposits and Credits					871.65	871.65
Total Cleared Transactions					-3,889.85	-3,889.85
Cleared Balance					-3,889.85	13,492.48
Uncleared Transactions						
Checks and Payments - 1 item						
Check	12/21/2020	5130	Tuckahoe Treasures		-60.00	-60.00
Total Checks and Payments					-60.00	-60.00
Total Uncleared Transactions					-60.00	-60.00
Register Balance as of 07/31/2021					-3,949.85	13,432.48
Ending Balance					-3,949.85	13,432.48