



Board of Directors Meeting Minutes

September 6, 2017

Rev. 10/4/2017

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

1.0 Meeting Opening:

1.1 The meeting was held via telephone conference, and commenced at 7:08 PM.

2.0 Old Business:

- 2.1 Reading of the August 2017 meeting minutes was waived and a motion was made to accept the minutes (Benson/Conlon)
- 2.2 Treasurer Report. There are additional funds from show and sponsorships. Otherwise, no changes.

3.0 New Business:

3.1 Website – Photo Contest.

- 3.1.1 Question about photo contest. Not able to post without posting beneath someone else's email.
- 3.1.2 At the top is a POST button. Jim will figure out how to allow others to post.
- 3.1.3 Burt and Brenda are not administrators on Facebook b/c Jim couldn't get their Facebook to connect.
- 3.1.4 Aimee indicated that a photo album can be created for each month.

3.2 Show Publicity.

- 3.2.1 Reach out to radio stations – and/or get the info to Cindy Morrow.
- 3.2.2 Billboards, radio, etc. was used in the past with \$10K budget and no measurable results.
- 3.2.3 Alpaca selfie booth was picked up by media for Nationals and brought the public per Cindy Morrow.
- 3.2.4 What motivates the public to show alpacas, purchase alpaca and end products. Shift in why people want to get into alpaca industry.
- 3.2.5 Show Committee will work on
- 3.2.6 Education Committee would like BOD to send a letter about exciting things that are going on --- new things with show, and future survey. Perhaps engage Cindy Morrow to assist with drafting. Education Committee to put together bullet points.

3.3 Show Sponsorships.

- 3.3.1** Show Sponsorships should get recognition to build excitement about show. Each farm may send an ad for email and VAOBA website.
- 3.3.2** Jim will ask Judy to prepare show flyer and to forward info for sponsor recognition, which will occur after payment is received. Donna will make up something for sponsor acknowledgement she currently has.
- 3.3.3** 5 Platinum, 3 Gold, 1 Silver so far per Donna.
- 3.3.4** Billboards, radio, etc. was used in the past with \$10K budget and no measurable results
- 3.3.5** There are 74 members belonging to AOA, but only 34 belong to VAOBA.

3.4 Committee Reports.

3.4.1 Education Committee – Aimee Matheny. Focused on membership. Focus on vendors and education for shows.

- Knitting Addiction - Geraldine the Yarn Truck is committing. Aimee trying to get her to teach a class.
- Poisonous Plant education.
- Donna can help prepare info to send out for show publicity.
- How can we/ what can we put together to get farm involvement? Pasture. Mill. Poisonous Plants. Fiber. Parasites. Find some dates.
- VAOBA has never allowed seminars at member farms per Donna...can apply for a grant. Can't self-promote. VAOBA can suggest seminars.
- Let's ask members to see if they want to apply for a grant to have a seminar at their farm. VAOBA can send a letter to the membership asking if they have suggestions and if they'd like to have an event at their farm.
- Idea is to get more farms involved.
- Donna will put a questionnaire together. Need to have survey that is broader than seminars. Do we need to offer something in return?
- There are other affiliates that have "education" memberships. That allows access to educational events. Would need to have in Bylaws.
- Working on educational section of website. Videos, etc.
- Provide educational snippets with full access to members only.
- Live feed educational opportunities for members only.

3.4.2 Bylaws Committee – Mary Forte. Jay is working on draft of Bylaws and they should be ready before next meeting. They will be reviewed by Mark, and then sent to the BOD. Input welcome. Aimee found original Bylaws and will send to Mary.

3.4.3 Membership & Marketing Committee - John Conlon.

- Can VAOBA help member farms with a flyer each year? Donna will assist with draft. Email is free via Constant Contact.
- Survey will assist in finding out what will attract non-show members. Should be sent to all Virginia farms.
- We have a farm that is a Platinum Sponsor, but not VAOBA member.
- Members should get a discount for VAOBA sponsored events.
- VAOBA member sign for their store?
- VAOBA Calendar. Photo of the month. Coupon on a calendar.
- Allow members to use VAOBA logo on their website, especially if it links to VAOBA website.

3.4.4 Fiber Committee - Brenda Landes. Fiber Committee is joining with Education Committee since there is substantial overlap and lacking volunteers.

- There is a fiber seminar with Roo Kline left from the 2016 VAOBA show. Education/Fiber committee to work on dates and get on her schedule for Summer 2018.

3.4.5 Show Committee - Jim Beck. August meeting minutes will be added to August BOD minutes.

4.0 Meeting Wrap

4.1 Next Meeting: Wednesday, October 4, 2017 at 7 PM

4.2 Adjournment: 8:40 PM

Respectfully Submitted, Brenda Landes

Show Committee Report

Meeting Date: Sept 18, 2017

Committee: Show – Minutes of meeting

Members in Attendance to show committee: Judy Howe, Patty Fuller, Jim Beck, Aimee Matheney, Debbie Bailey, Brenda Breedlove, John Conlon

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 from Brenda Breedlove</p> <ul style="list-style-type: none"> • Food: working with 2 grocery stores to provide 4 cases of wine and finger food for Friday night • Saturday night will be more appetizer food by grocery stores plus vendor 'Suzannes' to provide sweets and the bartender for the cash bar • Silent auction has 52 gifts that average \$125 or more • Other auction items include redskin tickets and chaffe hay to go in with herdsires. Always looking for more. 	
Topic #2	<p>Herdsire Auction</p> <ul style="list-style-type: none"> • Debbie has 4 herdsires committed. They include a beige Royal Dimension, a fawn Prince Waldemere, a white Ganymede, a brown Andromeda Galaxy. • Possible black from Virginia Alpaca Group. 	Continue looking for herdsires
Topic #3	<p>Education</p> <ul style="list-style-type: none"> • Friday seminar on compliance venue will allow people to come in on Thursday night with animals in the building. We will need to have security with the animals but will be able to get same guy who will do Friday and Saturday night. • Aimee will find someone on education to be the seminar coordinator. 	
Topic #4	<p>Fiber Sale</p> <ul style="list-style-type: none"> • Discussed fiber sales. Who can contact guilds. Someone suggested Lynn Blake. Judy will contact her. Judy will also ask Heidi Davis • Brenda Landes reports no members of fiber committee available at this time to do this. • Judy will make flyer for this 	
Topic #5	<p>Marketing</p> <ul style="list-style-type: none"> • Jim says Cindy at AOA is working on getting info out to media. • Bud will be here Thursday through Sunday, • Recommended we do a selfie booth, lots of interest by media. Small pen setup with cloth backdrop. Brenda has the backdrop. Just need logo and sign. 	
Topic #6	<p>Youth</p> <ul style="list-style-type: none"> • Asked board members if Burt had expressed any 	

	interest in doing the youth piece. No one has heard anything <ul style="list-style-type: none">• Brenda Breedlove can step in if needed but will try Burts wife as well.• Judy will make flyer for this	
	Next meeting October 10	