



# Board of Directors Meeting Minutes

August 8, 2019

Present: Mary Forte – President  
Mike Engle – VP  
Gail Macik – Director  
Jennifer Gilmore – Director NO  
Patricia Kinsey – Treasurer  
Brenda Landes – Secretary  
Chanel Hammer – Director NO

Guests: Donna Higgason invited for show committee discussion

## 1.0 Meeting Opening:

1.1 A meeting was held via telephone conference call and commenced at 7:32 PM. Mary Forte called the meeting to order.

## 2.0 Business:

### 2.1 Meeting Minutes.

2.1.1 All meeting minutes with exception of Special Meetings of July 28, 29, 31 were approved in July 31 meeting. Special Meeting Minutes will be distributed for approval at next meeting.

### 2.2 Treasurer Report.

2.2.1 July treasurer's report was provided prior to the meeting. There were no comments.

### 2.3 Membership Report.

2.3.1 46 members. One joined today.

### 2.4 Education Report.

2.4.1 Dave Grembi requested that we set up online registration for the September 7 seminar. Mary will call Openherd to see if they can assist.

2.4.2 We know there are 6 people committed so far. Word of mouth is important. If Directors can share to their personal Facebook page, it would be helpful.

2.4.3 Discussed with Donna Higgason if she knows how to do add a PayPal button for seminar registration. She suggested going to Jan at Openherd. Patricia will find out code from PayPal.

2.4.4 We should include the PayPal surcharge so that the fee is paid by the person who makes the purchase.

### 2.5 Secretary Report.

2.5.1 VAOBA insurance info was sent to everyone earlier today. Steve Purdy requested that we provide a more permanent contact.

2.5.2 [info@virginiaalpacabreeders.org](mailto:info@virginiaalpacabreeders.org); [treasurer@virginiaalpacabreeders.org](mailto:treasurer@virginiaalpacabreeders.org)

**Donna Higgason arrived at 7:45 PM.**

**2.6 Show Committee.**

- 2.6.1** Mary asked about the Show Budget. The budget includes all estimated expenses for travel. (Donna has last year's expenses.)
- 2.6.2** Carpet for youth ring is \$700 - \$1100, depending on which color.
- 2.6.3** We need a volunteer coordinator. No one on the Show Committee has volunteered. We need ring stewards.
- 2.6.4** Will someone on the show committee have access to a credit card for hotel, tape, and other items that need to be purchased?
- 2.6.5** Judy can get 10% off with military discount. There was a request for Judy to have a credit card.
- 2.6.6** The show needs to rent the portable system for the judges (\$180). The announcer will use the whole arena system.
- 2.6.7** Piped in music or audio over PA will be \$50 extra for the weekend.
- 2.6.8** The contract doesn't include the classrooms. There's a big lobby, and two mini-lobbies. We will use one mini-lobby for the fleece room. The alpaca 101 loop video can be in other mini lobby.
- 2.6.9** Sold sponsorships: one benefactor, 2 platinum, 2 gold, 2 silver. Foster's Trail purchased a platinum at MAPACA auction.
- 2.6.10** There are no vendors yet. However, several have said they have intent.
- 2.6.11** Brett and Debbie can't do herdsire auction. Show Committee has talked to Randy Coleman and he's not sure yet.
- 2.6.12** Mike asked about audio and whether the show can be recorded. It's often difficult to hear what the judges have to say. Show Committee to ask Kevin O'Leary.
- 2.6.13** Donna mentioned that there have been shows in the past where a live video feed and monitors showing close up of what the judge is seeing and commenting on.
- 2.6.14** Show Committee looking for tractor company, fencing company, and others as sponsors and display.
- 2.6.15** We can have food as long as the food vendor doesn't sell same things as venue. Honey, jam, kettle corn, etc.

**Donna Higgason left meeting.**

**2.7 Show Budget.**

- 2.7.1** The Show Committee put forward a budget that was sent to Board members in advance of this meeting and Donna provided opportunity for questions and comment.
- 2.7.2** Gail made a motion to accept the show budget as submitted (attached). Brenda seconded the motion. All approved. None opposed.

**3.0 Adjournment.**

- 3.1** Meeting was adjourned at 8:38 PM.
- 3.2** Next meeting will be held on Thursday, September 5 at 7:30 PM.

Respectfully Submitted by Brenda Landes, VAOPA Secretary

8:20 PM

08/07/19

**Virginia Alpaca Owners & Breeders Assoc.**  
**Reconciliation Detail**  
**Union Bank & Trust, Period Ending 07/31/2019**

Type	Date	Num	Name	Clr	Amount	Balance
<b>Beginning Balance</b>						30,028.58
<b>Cleared Transactions</b>						
<b>Checks and Payments - 6 items</b>						
Bill Pmt -Check	06/26/2019	2077	Don Tompkins	X	-500.00	-500.00
Bill Pmt -Check	06/26/2019	2076	Brenda Landes	X	-242.06	-742.06
Bill Pmt -Check	07/07/2019	2078	Able Printing	X	-60.00	-802.06
Bill Pmt -Check	07/09/2019	2079	Jay Fetner	X	-220.50	-1,022.56
Check	07/15/2019			X	-35.00	-1,057.56
Bill Pmt -Check	07/18/2019	Debit...	Vista Print	X	-81.05	-1,138.61
Total Checks and Payments					-1,138.61	-1,138.61
<b>Deposits and Credits - 5 items</b>						
Deposit	07/09/2019			X	100.00	100.00
Deposit	07/09/2019			X	100.00	200.00
Deposit	07/11/2019			X	85.15	285.15
Deposit	07/25/2019			X	99.71	384.86
Deposit	07/25/2019			X	200.00	584.86
Total Deposits and Credits					584.86	584.86
Total Cleared Transactions					-553.75	-553.75
Cleared Balance					-553.75	29,474.83
<b>Uncleared Transactions</b>						
<b>Checks and Payments - 1 item</b>						
Bill Pmt -Check	07/17/2019	2080	Treasurer of Virgi...		-100.00	-100.00
Total Checks and Payments					-100.00	-100.00
Total Uncleared Transactions					-100.00	-100.00
Register Balance as of 07/31/2019					-653.75	29,374.83
<b>New Transactions</b>						
<b>Checks and Payments - 2 items</b>						
Bill Pmt -Check	08/05/2019	2082	Alpaca Elite, LLC		-199.00	-199.00
Bill Pmt -Check	08/06/2019	Debit...	Vista Print		-25.26	-224.26
Total Checks and Payments					-224.26	-224.26
<b>Deposits and Credits - 2 items</b>						
Deposit	08/05/2019				1,306.67	1,306.67
Deposit	08/07/2019				1,146.15	2,452.82
Total Deposits and Credits					2,452.82	2,452.82
Total New Transactions					2,228.56	2,228.56
<b>Ending Balance</b>					<b>1,574.81</b>	<b>31,603.39</b>

## Show Committee August

### Voting Members

Mike Engle  
Mary Forte  
Judy Howe  
Glen Kirby  
Donna Higgason  
Elaine Simpson  
Chanel Hammer

### Non Voting Members

Kevin Oleary  
Sue Ives  
Patty Fuller  
Cheri Seiler

An email vote was sent to the voting members on August 1, 2019 and approved retaining Kevin Oleary as the event manager. Yes vote: Mary, Glen, Donna, Judy, Elaine, Chanel and Mike.

An email vote was sent to the voting members on August 3, 2019 and approved with a few changes. The sponsor fees are now posted on the website. Yes vote: Mary, Glen, Donna, Judy, Elaine and Chanel. Mike did not vote.

A show committee meeting was held on Monday, August 5, 2019 teleconference. On the call: Donna Higgason, Elaine Simpson, Sue Ives, Cheri Seiler, Chanel Hammer, Glen Kirby, Judy Howe, Patty Fuller and Kevin Oleary. Absent from the Call: Mary Forte and Mike Engle.

The meeting was called to order at 7:37 pm. Donna relayed to the show committee that all contracts are signed and in place for all of the judges, Kevin Oleary and show superintendents. The budget was reviewed by all on the committee call with questions regarding labor, plastic, carpet, ribbons, etc. A motion was made by Elaine Simpson to approve the budget, the motion was seconded by Judy Howe and all voted in favor. Kevin Oleary explained the two show system and the capped number of animals for each show would be approximately 320, doubting we would get that many. Glen Kirby is measuring the building this week and will provide Kevin with the dimensions especially between the poles. Kevin stated that the advertisement is confusing, two for one price as some people think that that includes the halter fees. Kevin contacted Jared at Selle to see if the ad can be re-written detailing that is stalls only and hotels, etc. Kevin suggest we change the color from black to something brighter to get attention.

Sponsorships were discussed. Glen stated we need a list of who the letters went to from the previous committee about sponsorship. Donna stated she would try to get that from Mike. Vendor fees were discussed. The herdsire auction was discussed with a letter sent to Silver Penn Sales, Debbie and Brett to do the auction. Auction requirements that each herdsire either needs to have won a championship or have championship offspring. Kevin will try to get some herdsires. There will be no upfront fees or splitting of the fees with the farm donating the breeding. The herdsires will be online a week prior to the show with Openherd. There are talks of a pen sale at the show with commission to VAOBA and a percentage of the sale. This has been tabled until the next meeting. The Youth subcommittee: Elaine, Chanel, Melissa, Bonnie and Heidi will meet to discuss youth stalls, events, times, fun classes, etc. Donna asked if anyone wanted to be a volunteer coordinator. No one wants to so all will try to find people to help.

The meeting was adjourned at 8:45 pm.

Donna Higgason, Chairperson

## 2019 Show Budget

### Costs

Personnel (includes approximates for expenses)	
Event Coordinator	\$ 8000
Halter Super	\$ 2500
Walking Fleece Super	\$ 1500
Fleece Super	\$ 1000
Halter Judges	\$ 6500
Fleece Judges	\$ 5000
Spin Off Judges	\$ 950
Administration	\$ 1000
Announcer	\$ 750
Photographer	\$ 750
Vet	\$ 1000
Barn Manager	<u>\$ 500</u>
	\$29450
Advertising (print and blasts)	\$ 2500
Printing (show book, catalog)	\$ 3000
AOA Fees	\$ 5100
Office Supplies and Postage	\$ 200
Stalls	\$ 9000
Signage	\$ 200
Silver Penn Sales	\$ 3000
Cardboard Chips	\$ 2500
Plastic for flooring	\$ 575
Tape, Zip Ties	\$ 250
Electrical	\$ 1100 w/building
Halter Ribbons	\$ 6800
Fleece Show Supplies	\$ 250
Friday Night Food	\$ 500
Saturday Night Food	\$ 2000
Cleaning Attendent	\$ 350 w/building
Move Out Cleaning Fee	\$ 300 w/building
Dumpster Fee	\$ 2625 w/building
Overnight Security	\$ 1150 w/building
Pipe N Drape	\$ 2200 w/building
Tables	\$ 600 w/building
Chairs	\$ 350 w/building
Audio	\$ 675 w/building
Microphones	\$ 250 w/building
After Cleanup	\$ 1500 w/building
Venue	\$16000
Insurance	<u>\$ 1000</u>
	<u>\$64975</u>
Total Expenses	\$93425

## 2019 Show Budget

### Revenue

Entry Fees Halter	\$21600	225 animals x 2 shows x \$48.00
Walking Fleece	\$ 4800	100 animals x 1 show x \$48.00
Fleece	\$ 3450	75 fleeces x 1 show x \$46.00
Production Classes	\$ 1000	
Youth	<u>\$ 500</u>	
	\$31350	

### Sponsorship

Platinum	\$15000
Gold	\$ 4800
Silver	\$ 4000
Bronze	\$ 2500
Corporate	-----
Food and Beverage	\$ 1500
Walking Fleece	-----
Fleece Show	-----
Youth	\$ 800
Championship	\$ 400
Show Book	<u>\$ 150</u>
	\$29150

Show Book Ads \$ 2000

Vendor Fees \$ 2775

Stalls (150) \$18000  
\$22775

Herdshire Auction \$12000  
Silent Auction \$ 2500  
\$14500

Total \$97775

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Projected Income: \$ 4350

## 2<sup>nd</sup> Show Committee August

### Voting Members

Mike Engle  
Mary Forte  
Judy Howe  
Glen Kirby  
Donna Higgason  
Elaine Simpson  
Chanel Hammer

### Non Voting Members

Kevin Oleary  
Sue Ives  
Patty Fuller  
Cheri Seiler

The meeting was called to order on August 26<sup>th</sup> at 7:07 pm. All were present except Chanel Hammer, Mary Forte and Cheri Seiler.

Donna updated everyone that the photographer Eric Evans had been hired. His charge is the same as last year which is approximately \$800. Rick Stumpf has been hired as the show announcer. We still do not have an auctioneer for the herdsire auction. Donna sent an email to Debbie Harden asking for suggestions however has had no response. Donna and Kevin have talked to Randy Strong and if Randy comes to the show he will do the auction along with Wade Gease if walking fleece is over by that time. Silent auction items are coming in and we have four herdsires for the herdsire auction. Requirements are that they have to have won a championship or have champion offspring.

Kevin updated everyone on building setup, time lines, etc. We discussed ribbons and championship banners or trophies. It was decided that ribbons for all and banners for Judges Choice. Sue will take care of the ribbons after discussions with Kevin, Cheri and Patty about size, etc.

We discussed having raffles, playing off the derby race theme, etc.

Elaine asked if Kevin would check in some of the youth animals on Sunday if they waited until Sunday to come since we found out that the youth may not be there all weekend due to a 4H dinner on Saturday night in Northern Virginia.

The new ad with sent to everyone and approved to be eblasted and on social media.

The meeting was adjourned at 7:47 pm

Donna Higgason, Chairperson

