



Board of Directors Meeting Minutes

October 3, 2019

Present: Mary Forte – President Patricia Kinsey – Treasurer
Mike Engle – VP Brenda Landes – Secretary
Gail Macik – Director Chanel Hammer – Director NO
Jennifer Gilmore – 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 7:31 PM. Mary Forte called the meeting to order.

2.0 Business:

2.1 Meeting Minutes.

2.1.1 Patricia made a motion to approve Board Minutes from September 12. Seconded by Gail.

2.2 Treasurer Report.

2.2.1 Brenda made motion to accept September treasurer's report. Mike seconded.

2.3 Membership Report.

2.3.1 Patricia forwarded the membership number. 47 farms.

2.3.2 Could we develop a flyer and have everyone put it on TSC/ Southern States message board? Yes!

2.4 Education Report.

2.4.1 Mary spoke to Dave Grembi today. Committee met and spoke to Alisha Holbrook of CABO. The Neonatal class will cost approximately \$5K. CABO is willing to pay half (\$2500); if it goes over, VAOBA will make up difference. It was suggested that the difference should come out of revenue before a split; however, that's not part of the deal. The overage would be due to item 2.4.2 below.

2.4.2 It was proposed by Patty Fuller that VAOBA bring Cheryl DeWitt in a day early, and that VAOBA would pay \$600 – 700, to provide a class for vet students at Virginia Tech. We need clarification. VAOBA does not necessarily have the money to support this. Is this in return for use of the VT classroom? Laboratory? Mike will call Patty.

2.4.3 We have Virginia Tech booked for Dr. DeWitt on March 7, 2020.

2.4.4 Patricia will split and job cost income and expenses for the seminar so we know how much came in for DeWitt.

2.4.5 CABO is planning a cria care class and they would like for VAOBA to share in the cost of this also. More info coming soon.

- 2.4.6 Dave Grembi provided a DRAFT flyer for Neonatal Seminar. Brenda will put on website when it's finalized.
- 2.4.7 Alpaca business seminar came close to breaking even. Our social media skills are lacking, and that may have affected our ability to attract more participants. 22 attended. We need more communication.

Donna Higgason arrived at 7:55 PM.

2.5 Show Committee Report.

- 2.5.1 Donna sent out show committee report prior to the meeting. They met on Monday, September 30.
- 2.5.2 Herdsire Auction has started. There are 6 herdsires so far. Donna has added a page tab with auction details.
- 2.5.3 Show committee suggests auctioning naming rights for the show. Cost must start at minimum Platinum Sponsorship cost, and successful bidder gets those sponsorship perks. What about Benefactor cost as minimum? Logo of sponsor farm would go with all promotions.
- 2.5.4 Silent auction is going well.
- 2.5.5 New flyer will be eblast twice next week.
- 2.5.6 Business Spread has picked it up.
- 2.5.7 Radio show may help promote through spinning group for free.
- 2.5.8 Donna will check on costs for radio promotions.
- 2.5.9 CABO members all posted to their social media and that's how they got so many general public. Everyone should go to the
- 2.5.10 No spinoff b/c we didn't meet minimum number of entries. Only 15 fleeces in fleece show so far.
- 2.5.11 8 – 10 vendors so far. About 15 last year.
- 2.5.12 Sponsorships are going okay. 1 Benefactor, 4 – 5 Platinum, 4 – 5 Gold.
- 2.5.13 Debbie can't do Auction. Randy was asked to do the Auction.
- 2.5.14 Show Committee sent letter to everyone who has come to show in past two years.
- 2.5.15 See show committee meeting minutes attached.

Donna Higgason left meeting.

- 2.5.16 Discussion about Pen Sale. What additional costs? What's involved? Good for members and for VAOBA (fees)?
- 2.5.17 Gail made a motion to auction the Naming Rights for VAOBA Show to start at Benefactor Level of \$2,000. VAOBA Show sponsored by (farm logo & name). Mike seconded.

3.0 Adjournment.

- 3.1 Meeting was adjourned at 8:24 PM.
- 3.2 Next meeting will be held on Thursday, November 7 at 7:30 PM.

Respectfully Submitted by Brenda Landes, VAOBA Secretary

8:14 PM

10/02/19

Virginia Alpaca Owners & Breeders Assoc.
Reconciliation Detail
Union Bank & Trust, Period Ending 09/30/2019

Type	Date	Num	Name	Clr	Amount	Balance
Beginning Balance						39,859.58
Cleared Transactions						
Checks and Payments - 7 items						
Bill Pmt -Check	09/06/2019	CC	Alpaca Owners a...	X	-360.00	-360.00
Bill Pmt -Check	09/11/2019	2083	Mary's Alpacas	X	-350.00	-710.00
Bill Pmt -Check	09/16/2019	2086	New Era Fiber	X	-982.78	-1,692.78
Bill Pmt -Check	09/16/2019	2085	Ryan Turner Spe...	X	-740.00	-2,432.78
Bill Pmt -Check	09/16/2019	2088	Jay Reeder	X	-568.50	-3,001.28
Bill Pmt -Check	09/16/2019	2087	Long Acres Alpac...	X	-200.00	-3,201.28
Bill Pmt -Check	09/29/2019	2090	Sue Ives	X	-1,000.00	-4,201.28
Total Checks and Payments					<u>-4,201.28</u>	<u>-4,201.28</u>
Deposits and Credits - 3 items						
Deposit	09/04/2019			X	411.77	411.77
Deposit	09/16/2019			X	9,206.57	9,618.34
Deposit	09/29/2019			X	1,810.50	11,428.84
Total Deposits and Credits					<u>11,428.84</u>	<u>11,428.84</u>
Total Cleared Transactions					<u>7,227.56</u>	<u>7,227.56</u>
Cleared Balance					7,227.56	47,087.14
Uncleared Transactions						
Checks and Payments - 1 item						
Bill Pmt -Check	09/16/2019	2089	Selle Design Group		-200.00	-200.00
Total Checks and Payments					<u>-200.00</u>	<u>-200.00</u>
Total Uncleared Transactions					<u>-200.00</u>	<u>-200.00</u>
Register Balance as of 09/30/2019					7,027.56	46,887.14
New Transactions						
Deposits and Credits - 1 item						
Deposit	10/01/2019				730.77	730.77
Total Deposits and Credits					<u>730.77</u>	<u>730.77</u>
Total New Transactions					<u>730.77</u>	<u>730.77</u>
Ending Balance					<u>7,758.33</u>	<u>47,617.91</u>

Show Committee Meeting September 30th, 2019

Online

Donna Higgason
Mike Engle
Elaine Simpson
Judy Howe
Chanel Hammer
Sue Ives
Cheri Seiler
Patty Fuller
Kevin Oleary
Scott Young

The meeting was called to order at 7:30 pm. Glen Kirby and Mary Forte were not present on the call. Advertising for the show was discussed and Kevin Oleary is getting the eblasts started. They will be coming from Selle Design Group since their list is larger than AOA. A letter was sent out for review and the show committee agreed to send the letter to all show attendees (that are not on the board or show committee) for the past two years.

A Progress Report on entries for both halter shows and walking fleece, fleece, spinoff, etc. was given by Sue Ives. We only had nine entries for the spinoff so that has been canceled since that does not meet the AOA requirements for number of farms and entries. We have about 60 halter entries in Expo and 47 in the Derby. Fleece 9 and Walking Fleece 30. These numbers are really down from last year and less than the Buckeye but more than Empire for right now.

Herd sire auction update, we have six herdsires and they are on openherd under VAOBA Expo/Derby. They stay up for 14 days and then expire and then Donna puts them back up, you have to wait 24 hours. Very confusing. No bids to date.

Silent auction update, items are coming in.

Who is setting up, tape, carpet, plastic, chips, etc. Judy is going to get the tape, plastic, carpet, etc. We are going to shop for the chips. Mike is checking with a place down his way and Donna is checking with Laura Hineman. These are local distributors since the shipping from Florida is so expensive.

We are trading a vendor spot to Steve Purdy. He will give a talk if wanted and will provide all of the bags for the show as well as an auction item. We are discounting a vendor space for a Donkey Rescue Vendor with a donation or auction item.

Donna has discussed with Mary auctioning off the naming rights of next years show. The VAOBA Expo sponsored by ???? and the same for the Derby with the starting price at a Platinum Sponsorship amount. The Show committee approved doing this at the Meeting. Needs board approval.

Thanks,
Donna

Notes from Neonatal Seminar discussion 10-2-19.

Attendees: Alicia Holbrook, Pat Kinsey, Dave Grembi

Dave provided a brief introduction noting that the Boards of Directors for VAOBA and CABO have approved a joint collaborative Neonatal Seminar for members of both organizations. The speaker, Dr. Cheryl DeWitt, and location at Virginia Tech have been confirmed. Also, the seminar date of March 7, 2020 has been confirmed. The purpose of this meeting is to work out details/logistics questions that have been posed by some of the Board members.

1. **Expenses and Revenues.** CABO and VAOBA have committed to split expenses up to \$5,000. That would result in a \$2,500 liability for each organization. Any expenses over that amount will be covered by VAOBA. Both organizations have agreed that revenues will be split 50/50.
2. **Seminar Registration and Payment of Fees.** All attendees of the seminar will have to register and pay in advance at the VAOBA website. Pat Kinsey will ensure the Pay Pal link is functional. The goal to have the registration and Pay Pal functional is within one week.
3. **Maximum Number of Attendees.** Pat Kinsey will track registered/paid attendees and communicate to Dave and Alicia when we have reached the maximum of 30. At that point we will decide how to communicate that the seminar is closed.
4. **Reconciliation of Finances.** CABO will pay VAOBA \$2,500 within two weeks after the presentation is completed to cover the cost of the program. Pat Kinsey will pay CABO half of the revenue collected via registration fees within two weeks following the program.
5. **Program Registration Fees.** VAOBA and CABO members seminar fee will be \$175 per person; Non members seminar fee will be \$225 per person.
6. **Promotion of Event.** Dave will summarize the details on a DRAFT flyer and circulate to Pat and Alicia tomorrow for editing. Once the flyer is finalized Alicia will begin promotion with CABO via Facebook, Instagram, Website, etc. Pat and Dave will follow up with VAOBA regarding their promotion activities. Our goal is to finalize the flyer within the next week and begin promotion.

Dave will also communicate with Patty Fuller to ensure consistency with expectations and details. Pat will provide the VAOBA Board of Directors with an update at their meeting October 3, 2019. Alicia and Pat will forward their edits to Dave and he will generate the next DRAFT document for the three of them to review as needed. The meeting was adjourned at 8 pm.