



Board of Directors Special Meeting

Meeting Minutes

July 28, 2019

Present: Mary Forte – President
Mike Engle – Vice President
Jennifer Gilmore – Director
Chanel Hammer - Director
Patricia Kinsey – Treasurer
Brenda Landes – Secretary
Gail Macik – Director

Guests: P Jay Fetner invited as show committee chairman to discuss relevant information.

1.0 Meeting Opening:

1.1 A meeting was held via telephone conference call to discuss show sponsor and vendor fees in advance of show registration opening August 1. Mary Forte called the meeting to order at 7:34 PM.

2.0 Business:

2.1 Sponsor & Vendor Fees.

2.1.1 New concerns were voiced via email to the BOD regarding how show preparations are proceeding.

2.1.2 Due to concerns about the proposed sponsorship levels and fees, Jay (Show Chairman) was invited to discuss the rationale behind the proposed pricing.

2.1.3 Prior to the meeting, everyone was sent sponsorship pricing from the Empire NEAOBA double show for comparison.

2.2 Discussion.

2.2.1 Concerns expressed via email this morning weren't brought up to the show committee.

2.2.2 The planning professionals that we have engaged have serious concerns about the pricing structure and ultimate success (or failure) of the show.

2.2.3 We are paying an Event Coordinator and need to listen to him.

2.2.4 Members of the show committee felt preparations were proceeding well until this morning.

2.2.5 It's okay to introduce new things, but it should be done slowly and as a group. We can't take huge steps in one year. Let's get what's reasonable for vendor fees, and if we do well, let's step it up next year.

2.2.6 The show has virtually no sponsors. We have to have this moving forward now.

2.2.7 BOD needs to know exactly what the issues are so we can address them.

Event Coordinator was contacted and asked to call in to the meeting. He graciously accepted.

2.3 BOD discussion with Event Coordinator.

- 2.3.1** We can't compare ourselves to Empire Show, because they are a much more long-standing show.
- 2.3.2** The BOD and Show Committee needs to look at budget and determine how many are going to sponsor and at what level. How much would a vendor pay?
- 2.3.3** Registration page has ability to include sponsors – another thing that should be in place, and also helps attract more sponsors. Typically charge the same or slightly more than farm stall. That way, get more vendors. Exhibitors are very important to vendors.
- 2.3.4** If the BOD is not ready, VAOBA can open registration without sponsorships and vendor fees on line. Don Tompkins system can send out a notice when sponsorships are open.
- 2.3.5** Show Committee needs to be running the show with the show superintendents that know what to do.
- 2.3.6** It was agreed for the BOD and Show Committee to meet and determine next steps.

3.0 Adjournment.

- 3.1** Meeting was adjourned at 9:14 PM.
- 3.2** Next meeting will be coordinated for tomorrow evening if possible.

Respectfully Submitted by Brenda Landes, VAOBA Secretary

busy. But, several committee members resigned. He made it clear that his agenda was to make the best Fredericksburg show.

- 5.4 Jay has run many shows all over the world – not alpaca – but he didn't appreciate the comment that he doesn't have alpacas to show. Jay pulled this group together because he wanted them to participate to infuse technical decisions with their knowledge. The Show Committee was also made up of Board Members in order to help streamline decision-making.
- 5.5 The show committee was created after the Fredericksburg decision was made. The show committee was operated by consensus. Jay prepared a long memorandum in advance of each meeting. All subjects were set out at length. Everyone knew the vision. Intermittently, Jay would ask if there were questions.
- 5.6 The emails accusing him of bullying are all rubbish. He can think of no particular subject as elucidated in these emails that wasn't addressed in the show committee meetings. He cannot think of a single thing that any of the Board or Committee took issue with. Our superintendents are very good at their job. He can't think of a single time they weren't given what they needed. Jay asked superintendents for their opinion, but that doesn't constitute a decision. They are hired for technical side. It's unfair to talk about supers being in an uproar.
- 5.7 Jay says his experience with Kevin is mixed. Example was the layout. Rather than worry about a particular layer of vendors, he would have preferred he produce multiple layers.
- 5.8 Jay suggested that those who will resign will, and the rest will carry on. Or, the BOD will ask him to resign and he will. Others can struggle through the show.

6.0 Q&A and Discussion of BOD & Show Committee:

- 6.1 Consensus is to address things that are happening to get the show on the road. Where are the problems? What can we do?
- 6.2 The BOD should be involved in the decisions. Several of the Board members are not on Show Committee.
- 6.3 The Show Superintendents expressed concerns about who's doing what, and receiving correct contracts; and also concern that VAOBA wants to change too much too fast; and that the experience and advice they bring was not being utilized.
- 6.4 Experience of some who have participated in Show Committees in the past, was that BOD typically sets budget, and other parameters, and then the Superintendents take over to implement; VAOBA is not allowing them to do their jobs. It appears that one person is calling all of the shots.
- 6.5 Budget is moveable document with fixed docs, and sponsorship successes – constant business decisions that are made as the show progresses. It's not the Show Committee that directs the budget.
- 6.6 Show Committee handles and votes on the details. We need to not alienate the technical people by controlling everything. The Committee reports to the BOD.
- 6.7 The concerns were magnified when sponsorships were posted on website (in public realm) and they didn't reflect previous discussions that sponsorships should be equal to or perhaps slightly lower than Empire.
- 6.8 Discussion about personal difference of opinion regarding running a show.
- 6.9 It was suggested that several of those in attendance were willing to step in and help; and that a new liason to the Board should be chosen.
- 6.10 The Show Committee and BOD needs to make decision on how they want to proceed.

All Show Superintendents left the meeting. The BOD and Show Committee remained on the line.

7.0 Adjournment.

7.1 Meeting was scheduled to vote July 30 at 7:30 PM.

7.2 Meeting was adjourned at 9:07 PM.

Respectfully Submitted by Brenda Landes, VAOBA Secretary



Board of Directors Special Meeting

Meeting Minutes

July 31, 2019

Present: Mary Forte – President
Mike Engle – Vice President
Gail Macik – Director
Jennifer Gilmore – Director
Patricia Kinsey – Treasurer
Brenda Landes – Secretary
Chanel Hammer – Director

8.0 Meeting Opening:

- 8.1 A meeting was held via telephone conference call to discuss show administration and vote on show committee.
- 8.2 Mary Forte called the meeting to order at 7:34 PM.

9.0 Business:

9.1 Meeting Minutes.

- 9.1.1 The May 2019 meeting minutes had not been officially approved. Mary made a motion to approve the May minutes. Mike seconded the motion. Brenda agreed.
- 9.1.2 The June 22, 2019 annual meeting minutes had not been officially approved. Mary made a motion to approve the June minutes. Mike seconded the motion. All approved.
- 9.1.3 A motion was made by Chanel to approve the July 11 meeting minutes. Gail seconded the motion. All approved.

10.0 Special Meeting Business:

10.1 Substance of Meeting.

- 10.1.1 Jay Fetner sent the BOD a letter of resignation as the Show Chairman via email.
- 10.1.2 There is the appearance of a conflict of interest that having four Board members on the Show Committee, which allows them to make decisions apart from the full BOD.
 - 10.1.2..1. Gail would like to limit the number of BOD members sitting on the Show Committee.
 - 10.1.2..2. Mike indicated that when we started the Show Committee, there were no other people available to be on the Show Committee. He didn't believe that Bylaws restrict the number of Board members on this committee.
 - 10.1.2..3. One option was proposed to disband and restructure the Show Committee.
 - 10.1.2..4. Brenda indicated that she is willing to step down from the Show Committee.
 - 10.1.2..5. The show Committee has the right to vote on most things and then it's sent back to the Board for approval.

