

Michelle, Chanel, Brenda, Mary, Heidi
March 9, 2021

Discussion about the Show Administrator proposal from P. J. Fetner

Michelle - Need to solicit other proposals; Board cannot serve as Show Committee; does AOA have a list of Show Administrators?

Mary – we voted for Fredericksburg, so we need to figure out how we're going to get it done;

Chanel – concern about Jay's proposal; Jay's request that the BOD be the Show Committee is of concern; 400 alpacas? The language Jay uses can be taken the wrong way by others;

Mary responded – Mary Reed has 500 and Nat'ls has 600 signed up, so it's a hope; if we can't make the show something special and exciting, it's going to keep going down; Who else could we even send an RFP to?

Heidi – we need to step out of what we've done at any other place; okay with the proposal (not knowing about AOA rules); incentivize for new sponsors is okay (80% is better than 0%);

Brenda – is the incentive pay based upon show making at least \$10K profit? Yes

Will try for 7:30 PM meeting tomorrow – more info with a vote;

Show is super important

Michelle, Chanel, Brenda, Mary, Heidi, Susane

Guest: Jay

March 10, 2021

Mary spoke to Margie at AOA and they don't get involved in Show Event Planners. They suggested to look at other shows.

Mary spoke to Marlene at Fredericksburg Expo. If someone wants our date, we'll have 24 hours to respond. The price will be same this year as last.

Discussed charging at gate; typically Expo keeps \$1.50/ticket but they won't charge. They suggested on-line ticket sales. Expo will do graphics for their I-95 electronic sign and not charge.

Mary asked if anyone has questions about Fredericksburg. (Jay on phone to answer any questions.) Jay sent an email in advance of the meeting, but Michelle and Susane's bounced back. Jay here to answer any questions the BOD may have:

Chanel asked if we're doing a double show, won't we need 3 rings? Yes

Jay has been a capture manager for government proposals and it's a time consuming process.

Jay addressed that he has the necessary knowledge to pull this together; with the timing it will be difficult to bring someone from the outside. Jay assisted in finding an event planner in 2019, and he spoke to several potential planners. They were all very expensive and Kevin O'Leary was closer to our budget. Chris Reachard was one Jay spoke with and he started out at \$15K, but they got it down to \$11-12. We'd need to start earlier with an RFP in December.

Chanel asked about Sponsorships. Will we keep them at a reasonable range so that more people can sponsor? Jay said he's learned a lot and we must have a lot of flexibility. We need to have discussions with people to see reactions. By the end of March, need to lay out a sponsorship plan. Board will want to weigh in on. The commercial sponsorships are entirely different. Exhibitor sponsorships are

important, but we can't give \$900 worth of freebies for a \$1000 sponsorship. That's the way things have been done for a long time but end up with very little money. Jay would hope that the BOD would be open to different way of doing this.

If Michelle understands correctly, Jay's idea of a long-term sponsorship is traditional, but with more intangibles – advertising and good position in ring. Sponsoring classes, trophies, events. Jay also wants to do the Circle Sponsorships with big donors that would almost work Nationally. He wants to promote alpaca. Alpaca won't do well if AOA, with some alpaca groups doing well and others not. Need far-sighted people in alpaca world.

Circle Sponsor = Jay means: This has not been done. It's the older farms that spend a lot of \$ nationally. They will support the National Show even if they don't go to that show. So, at the AOA sponsor level, there are benefactors that pay and don't get anything in return other than some advertising by AOA. This is a subject for full discussion – a lot of ways to develop sponsorships that are different from what we're currently doing. This can't all be done in a year, but a start in improvement of the sponsorship. What about Gala's? Jay has had these for non-profits on his farm with great success. Jay has knowledge of other animal shows and fund-raising. The most obvious events would be involvement in State Fairs, dog shows, etc.

Jay negotiated the contract with Expo in 2019. Expo is very interested in having us. We bring diversity. Mary asked whether Michelle still feels we need to go looking around for event planner with RFP? Part of the concern is that the proposal doesn't have "separation of church and state." Disturbed that there should be a separation between "BOD" and "Show Chairman." There's effectively no checks and balances, so that's the most dangerous thing in the proposal. Jay interjected that he has spent most of his life as an attorney representing ethical xxx, but this is a hobby club. You want an executive at the top of the show that is prepared to execute, but the BOD decides. Early on, the show chair lays out the plan for approval, confirmation, changes. No attempt to dictate.

Michelle expressed concern that Jay is not a member of the BOD, but Jay knows info that should only be discussed amongst the BOD. Mary indicated that Jay is only on the meeting b/c he's here to answer the BOD questions about the proposal he submitted to the BOD.

The info that the BOD is sharing is not staying within the BOD.

Jay stated that this is a 501 c 3 organization. BOD meetings are public meetings unless you declare something an executive session or confidential meeting. This BOD does not need to be secret. There should be no illusion of confidentiality. VAOBA doesn't have that level of confidentiality with a non-profit. The BOD decision-making is another matter.

Heidi likes out of the box thinking and very concerned that we are cutting it close.

Susane asked whether our deposit for the venue had a deadline? She proposed we move along with securing the venue. Then secure the event manager. Jay indicated that there's a time before the deposit is put down to negotiate for maximum results. So all of these things are coalescing into the same timeline. Negotiation of the contract is role of event manager.

Mary suggested we vote on the proposal. If we accept it, Jay will immediately start negotiations. This is the only proposal we have.

Susane made a motion to make a decision on proposal and for efficacy to secure the venue which needs to be done with the Chairman, and then make a motion for Jay to be the Chairman. Brenda seconded. Heidi yes. Mary yes. Michelle no. Chanel no. So the motion has passed.

Jay wants to assure the BOD that you will be continually asked to vote on major aspects of the show. Proposals will be more concrete and open for discussion and decisions. There will be reports to the BOD as we move forward. The process will be continuing with opportunity.

Susane asked if we can put some checks and balances in place, we should do that.

Mary expressed that she wished the decision was unanimous but hopes we'll all move forward to stick up for where we're going and the vision we have. Keep each other posted and share ideas.

Jay's proposal was that the BOD act as the Show Committee. The Show Committee reports to the BOD for approval. Jay is willing to propose a committee that is a mixture of Board and non-Board members.