



Board of Directors Meeting Minutes

October 4, 2017

Present: Jim Beck – President
Aimee Matheny – Treasurer
Donna Higgason – Director At Large
John Conlon – Not Present
Mary Forte – President Elect
Brenda Landes – Secretary
Burt Benson – Director

1.0 Meeting Opening:

1.1 The meeting was held via telephone conference, and commenced at 7:17 PM.

2.0 Old Business:

2.1 **Minutes.** Reading of the September 2017 meeting minutes was waived and a motion was made to accept the minutes (Higgason/Benson) Aye: 6 Nay: 0

2.2 **Treasurer Report.** There are additional funds from show and sponsorships. Otherwise, no changes.

2.3 Member Questionnaire.

- Questionnaire per Donna's email.
- Response due November 1.
- Add a comments section.
- Brenda will send out when BOD approves.

2.4 Website

2.4.1 Question about photo contest. Still question about how it should work. Intent is to get folks to come to the website and get more interaction going on. Three photos submitted and Burt Benson photo got the most votes (12), Need to be a VAOBA member to get the \$25 discount.

2.4.2 The website is out of date. We do need to pay someone (or find a volunteer with the knowledge/ability) to keep it updated.

2.4.3 Upcoming Events tab doesn't have any events or even the show. Brenda will try to add some info, but need to know what everyone wants to be shown:

- Roo Kline
- Last day to register for the show
- Show

2.5 Show.

2.5.1 Need to use website, facebook, and eblasts to build excitement for the show.

- eBlast to include Silent Auction items.
- eBlast to include Herdsire Auction items.

- Donna will put together a template for herdsire auction.
- Email about the Vendors that will be coming to the Show.
- Microsoft Office templates. Aimee will send suggestion.

2.5.2 We have over 100 animals signed up at end of early bird. Normal. AOA is behind on registering some of the animals.

2.5.3 Cindy Morrow is going to send press release to media outlets. Jim will follow up to determine when it will go out.

2.5.4 There are 9 sponsors so far.

2.6 Grants.

2.6.1 Grant application for Hilltop Hideaway Alpacas was reviewed and voted on. A \$500 grant was approved. Motion (Forte/Landes) Aye: 6 Nay: 0

2.6.2 BOD needs to create some rules for grant applicants, what kinds of events will be supported, and the amount that should be available. One idea was that grants shall be half of the cost of event, or \$500, whichever is less. Motion made to table until next meeting. Bert will write up rules for review by BOD. (Landes/Matheny) Aye: 6 Nay: 0

2.7 Committee Reports.

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

- Roo Kline event info will go out after the show.

2.7.2 Bylaws Committee – Mary Forte. Jay is still working on draft of Bylaws.

2.7.3 Membership – John Conlon. No News to Report.

2.7.4 Fiber Committee - Brenda Landes. No News to Report.

2.7.5 Show Committee - Jim Beck. No News to Report. Next meeting 10/10.

3.0 Meeting Wrap

3.1 Next Meeting: Wednesday, November 1, 2017 at 7 PM

3.2 Adjournment: 8:37 PM

Respectfully Submitted, Brenda Landes

Show Committee Report

Meeting Date: October 10, 2017

Committee: Show – Minutes of meeting

Members in Attendance to show committee: Judy Howe, Patty Fuller, Aimee Matheney, Donna Higgason, 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	Updates <ul style="list-style-type: none"> • Currently 100 in halter, 30 in walking fleece, lots of vendors have signed up • Brenda is on track with the silent auction, other auction items and food for Friday and Saturday nights. She's doing a great job • Virginia Alpaca Group offering a black herdsire • Peruvian Link will possibly sponsor to give more money to food and beverages. 	
Topic #2	Youth <ul style="list-style-type: none"> • Burt's wife Judy Benson will take over the youth performance piece. She has several kids interested and a 4-H group. • Youth flyer prepared and going out. 	
Topic #3	Education <ul style="list-style-type: none"> • New seminar will be a livestock guardian round table. • Other seminars include: essential oils, poisonous plants, vet alpaca emergencies, insurance 	
Topic #4	Fiber Sale <ul style="list-style-type: none"> • Heidi Davis will send flyer to guilds and FFA students will man the booth. • We would still like a fiber committee member to help out if possible 	
Topic #5	Other <ul style="list-style-type: none"> • Burt will take trailer to his place after show, Pat Hamilton will bring it to the show. • List of volunteers needed sent out 	
	Next meeting October 31	



Board of Directors Special Meeting Minutes

October 29, 2017

Rev. 11/1/2017

Present: Jim Beck – President
Aimee Matheny – Not Attending
Donna Higgason – Director At Large
John Conlon – Director
Mary Forte – Not Attending
Brenda Landes – Secretary
Burt Benson – Not Attending

4.0 Meeting Opening:

4.1 A special meeting was held via telephone conference call to discuss show matters and commenced at 7:17 PM.

5.0 Old Business:

5.1 **Financial Report.** Donna requested that the Treasurer's Reports be added to the meeting minutes since the report should show additional funds from show and sponsorships. She indicated concern about non-profit tax status and required reports. BOD to follow up on item when Treasurer is in attendance.

5.2 Website

5.2.1 Brenda sent info to BOD prior to meeting. Website can be tabled until after show. BOD needs to discuss and plan website updates and logic. Past history – Breedworks \$4K for logo & new website.

5.3 Show.

5.3.1 Need 200 huacaya for Judge's Choice. Need 2 female & 1 male for Bred & Owned. Almost there!

5.3.2 Brenda would like to have contact info for show registrants for email blasts. Brenda will request from Aimee and/or Judy.

5.3.3 **Judy Howe joined the call.**

5.3.4 FFA Volunteers will help with gate stewards, but need ring stewards and fiber booth volunteers. ½ day increments.

5.3.5 Fiber booth. Education & Fiber Committee – what are the details? Per Judy, fiber sale area to be set up with fleece boxes (from show trailer) for sale. The consigner doesn't need to sign up.

5.3.6 Need a Square account linked to bank account – Aimee needs to set up. Strong recommendation that Aimee & Judy both get their square linked for the show.

5.3.7 Seminar Flyer will be made...by Donna once all details are final.

5.3.8 Auction email blast will be made and sent (different from one already sent). Two focused on herdsires in auction. One focused on silent auction items.

5.3.9 Need to send fiber flyer out again several times between now & the show.

5.3.10 Email about the Vendors that will be coming to the Show. Flyer for vendors.

- 5.3.11** Judy Howe needs to know about all vendors ASAP if there are more. What about the guardian dog booth? Any other educational booths needed? County tax needs to be paid for each sales booth. Jim will send email to BOD about this and items discussed asking relevant questions. Vendor opportunity technically closed, but if there are any not already on website, or last minute vendors, Judy must know by Wednesday. In order to plan the exhibitor and vendor spaces, she needs to understand who needs floor space asap.
- 5.3.12** How do people know about the sales booth tax? On the website.
- 5.3.13** What happens with knitting truck? Not sure if it's booked. Need to ask Aimee.
- 5.3.14** Seminar schedule needs to include Steve Purdy Insurance. Judy will call Steve to make sure our insurance binder is in place.
- 5.3.15** Judy Howe sent list of all items needed for show to Jim. She will update the list and resend. Jim will send to BOD.
- 5.3.16** When silent auction closes, and after herdsire auction, the square needs to be set up at a table. The BOD to discuss whether breeding can be paid in increments with 25% down and quarterly payments. This generally increases the amount folks pay for breedings. Breeding not available until paid.
- 5.3.17** Show trailer is with Pat. Judy has asked Pat to inventory for a few items. Carpet will need to be moved to venue in landscape trailer. Judy has a truck & landscape trailer, but carpet needs to be at the venue at noon. Jim will pick up, but will need helper. Carpet will need to be transported back to storage. Can we get landscaping company to do this? Will the facility allow us to remove the carpet on Monday morning?
- 5.3.18** Carpet storage has annual contract. What rental location has our carpet? Where is the lease? Trailer will go to Bert Benson after the show. Need to make sure the trailer tags are updated with DMV.
- 5.3.19** No volunteer coordinator. There is no barn manager; only an assistant.
- 5.3.20** Judges may give talk at lunch – Jude ET; Jill – how alpaca characteristics are weighted.

6.0 Meeting Wrap

6.1 Next Meeting: Wednesday, November 1, 2017 at 7 PM

6.2 Adjournment: 8:44 PM

Respectfully Submitted, Brenda Landes