



Board of Directors Meeting Minutes

June 6, 2018

Present: Mary Forte – President
Glen Kirby – Treasurer
Donna Higgason – Director At Large
John Conlon – Director (joined 7:10 PM)

Brenda Landes – Secretary
Burt Benson – Absent
Elaine Simpson – Director

1.0 Meeting Opening:

- 1.1 A meeting was held via telephone conference call and commenced at 7:05 PM.
- 1.2 Mary Forte called the meeting to order. Roll was called.

2.0 Business:

2.1 May Meeting Minutes.

- 2.1.1 Donna made a motion to approve the minutes of the May 7, 2018 meeting. Glen seconded the motion. All approved.

2.2 Treasurer Report.

- 2.2.1 Glen presented the revised proposed 2018 budget.
- 2.2.2 Vigorous discussion of budget categories and how certain expenses were recorded. The online QuickBooks was very difficult. Glen rebuilt budget based on information available.
- 2.2.3 Mary suggested VAOBA consider having a Finance Committee.
- 2.2.4 Discussion of how to make up ground in lost revenues and improve on past two years by increasing membership.
- 2.2.5 Revenue is based on growth of future. Biggest expense is show, but show is best way to build revenue when successful. Expenses are what they are. The budget is built hoping to make \$80K, with expenses around \$70K. We need to push to sell all sponsorships. The Show used to sell out of sponsorships by August, and good herdsires were pushed for auction. We have to hustle and get it done.
- 2.2.6 We can always adjust a few things in budget as we see what is happening. Volunteers will help lighten expenses, and we'll need to work very hard to get volunteers.
- 2.2.7 Donna made a motion to approve proposed budget. Elaine seconded the motion. All approved.

2.3 Secretary Report.

- 2.3.1 No report.

2.4 Membership Committee.

- 2.4.1 42 member farms. Would like to push for 60 members and \$6K in dues. Based on prior years this should be doable goal.

2.4.2 John reported that VAOBA needs to reach out to members that feel disenfranchised and new membership committee needs to beat the bushes and find ways to bring in new members.

2.5 Education Committee.

2.5.1 Report Attached. Mary commended the incredible job being done recently by Education Committee led by Dave Grembi.

2.5.2 Education for members is key component of membership benefit.

2.5.3 BOD discussed the Grant Policy proposed by the Education Committee. These grants are admittedly geared towards newer, smaller farms to help them to provide events. The Grant program is voluntary.

2.5.4 The program would allow member farms to offer events at a reduced rate of 25% to VAOBA members, and receive repayment of the 25% discount from VAOBA with a \$500 cap.

2.5.5 VAOBA would provide 3 free eblasts for each such event, include an event flyer on the VAOBA website and post on VAOBA Facebook. This will help VAOBA farms to advertise their event and bring others to their farm. It will also offer discounts for attending to VAOBA members.

2.5.6 The Roo Kline fiber event had approximately 10 people attend. People had a great time, including a silent auction to raise funds.

2.5.7 Can affiliate buy plasma in bulk? What about feeds? What about hay supplier? What else?

2.5.8 BOD send ideas to John Conlon. Then decide which to pursue. Call for members.

2.6 Website Committee.

2.6.1 Updates are on-going. It would be great to be able to get professional assistance.

2.7 Show Committee.

2.7.1 Glen will call Brett about the herdsire auction for VAOBA to determine terms. Can Silver Penn Sales put it online for bidding in advance? We need a show book with all of their info, as well as for the herdsires.

2.7.2 Discussion about having herdsire auction at lunch time on Saturday (VAOBA provide lunch instead of dinner) – what about drinks – happy hour at end of day?

2.7.3 Nothing to keep people at the venue for the auction in the evening. Can we get the vendors to stay open later for shopping?

2.7.4 Judy Howe will give a show report Saturday.

2.7.5 Can we rethink the Silent Auction set up? There was no volunteer coordinator – we definitely need one.

2.8 Fundraising Cookbook. Really hope to sell more ads to pay for the cost of the book. Ads can pay for the cookbook, the rest will be VAOBA profit. Need more recipes.

2.9 Annual Meeting. Saturday, June 9, 2018.

3.0 Adjournment.

3.1 Glen made a motion to adjourn the meeting. Donna seconded the motion. Meeting was adjourned at 8:50 PM. Next BOD meeting will be Wednesday, June 27, 2018 at 7 PM.

Respectfully Submitted by Brenda Landes, VAOBA Secretary

VAOBA Education Committee

Minutes from May 17, 2018 Meeting

Members Present: Elaine & Preston Simpson, Brenda Landes, Dave & Teri Grembi

1. **Approval of April Minutes.** The Committee approved the April minutes.
2. **VAOBA Support for Individual Farms Providing Educational Events.** Dave and Brenda shared feedback from the BOD following last month's meeting. The BOD asked if the Education Committee would develop a recommended guideline/policy for VAOBA education grants for members. Dave noted he has received information from several other alpaca organizations and used that information to develop the two drafts for the Education Committee to discuss. The Committee preferred DRAFT # 2, and noted we will need more operational and implementation details before presenting it to the BOD.
 - a. **ACTIONS:**
 - i. Dave will develop some thoughts on operational and implementation guidelines for the Committee to review at the next meeting.
3. **2018 Educational Programs for Members.** The committee discussed the VAOBA education events that are confirmed for the remainder of 2018. Dave shared information from Janis Conlon that Donna Atkins has still not confirmed that she will be having an event at her farm this fall. The Committee would still like to offer a fall event for members if possible. In addition, there was discussion about having education seminars at the annual Alpaca and Fiber Festival in December. There was great interest in providing some basic information for the general public with the goal of developing awareness and interest in alpacas.
 - a. **ACTIONS:**
 - i. Dave will follow up with Char Johnson who we believe has a fleece course to ask if she offers her course to other groups, and her availability this fall for a possible VAOBA event.
 - ii. Dave will follow up with Bud Synhorst regarding material available from AOA, as well as a presentation from him, for the general public at the VAOBA Alpaca & Fiber Festival in December.
 - iii. The Committee will consider alpaca awareness presentations for the general public, such as Alpaca 101, alpaca facts, fiber & fashion opportunities, alpaca breeding, basics of a business plan, etc.
 - iv. The Committee will table discussion regarding educational seminars for members at the annual Alpaca & Fiber Festival until they review the results of the member's survey.
4. **Survey of VAOBA Members Educational Needs.** The committee will meet again on June 7 at 7:30 pm to review the results of the survey and prepare for the June 9 annual meeting.

**Policy Guideline for VAOBA Members Requesting
Grant Support For Education Events**

General Guideline

The Virginia Alpaca Owners and Breeders Association offers educational grants to support farm members who provide alpaca related education events. These educational grants serve the dual purpose of encouraging members to attend educational events by ensuring a 20% discount off the registration fee for the approved event, and supporting the member farm providing the event by awarding them grant money to offset all, or most of, the discounts offered to members, and providing them with free advertisement and promotion of the event. The amount of the grant awarded shall not exceed the amount per event defined by the BOD during its annual budget process. This is a win/win situation providing membership value to all VAOBA members who attend or provide education events.

Assumptions

- The BOD has approved the disbursement of education grants to VAOBA members having education events on or off of their farm, and regardless of whether they are having pen sales.
- The BOD has prioritized member education by defining a total amount of funding to be used for education grants within the annual budget.
- The BOD has further defined the maximum amount of grant money to be awarded to any member per event.
- Grant money available to members is limited to the total amount defined for the year. Once that amount is achieved grants will be discontinued until the next budget cycle.
- There is a process that members will have to follow to obtain grant support.

Goals of VAOBA Grant Support for Member Education Events

- Support members by providing discounted registration fees to approved education events, thereby creating value to their VAOBA membership
- Support the farm having the event through awarding of grant funding and provision of promotion/advertising support to encourage member attendance at the event
- Encourage current members to renew their VAOBA membership, and assist in attracting new members

Procedure for Requesting and Approving Education Grants

- BOD defines annual allocated amount of money available for educational grants, and the maximum amount available per education event
- BOD delegates operational and implementation details to the Education Committee
- Member farm providing the event must request education grant support 60 days in advance of the event
- Member farm requests the grant by completing the VAOBA Grant Request form and submitting it to the Chairperson of the VAOBA Education Committee (see attached VAOBA Grant Request Form)
- Education Committee reviews the written request for education grant and notifies requester of approval/denial

- If approved, VAOBA Education Committee, or designee, will promote the event a minimum of three times via email blast to all VAOBA members, and post the event on the VAOBA website for viewing by members and/or non-members visiting the site
- Member farm completes the Grant Post Event form (see attached form) verifying the event did occur, and noting the names of VAOBA members that were present at the event.
- Completed Grant Post Education Event form is sent to the Education Committee for awarding of the grant
- Education Committee calculates grant amount based on number of VAOBA members attending the event times the discounted amount for each, up to the BOD allocated amount per event
- Education Committee notifies VAOBA Treasurer to send a grant check for the specified amount to the member who provided the event



PROPOSED

Application for Educational Grant Funds

Thank you for submitting your application to VAOBA for consideration. Please complete the following and submit to the Chairperson of the VAOBA Education Committee no later than 60 days prior to the date of the event for consideration. You will be notified once the Committee has had the opportunity to review your application.

Name: _____

Farm or Business Name: _____

Mailing Address: _____

Phone: _____

Tell us about your Educational Event.

DATE OF EVENT: _____

TIME OF EVENT: _____

Length of Event: _____

LOCATION OF EVENT: _____

DESCRIPTION OF EVENT (Please state exactly what you want VAOBA to advertise/promote for your event. You may include a copy of a promotional flyer that VAOBA can use to help you advertise)

Thank you for completing this application for Educational Grant Funds. Please send the completed form and any promotional material via email attachment to: Dave Grembi at pointofviewalpacas@hughes.net, or mail to Dave at 777 Lebanon Church Rd, Mt. Sidney, VA 24467



VAOBA Educational Grant

Post Education Event Summary

Please submit this Post Education Event Summary to the Education Committee Chairperson. Upon receipt of this Summary, the Board of Directors will direct the Treasurer to mail a check to your submitted mailing address for the approved amount.

Name for Check: _____

Mailing Address: _____

Date Event Occurred: _____

Names of VAOBA members attending:

PROPOSED

VAOBA 2018 Estimated Budget

| | Projected 2018 | Actual 2017 |
|--|-----------------------|--------------------|
| Opening Balance 01/01/2018 | \$41,745.42 | \$47,499.62 |
| Total Revenue | \$89,925.00 | \$57,440.98 |
| Total Revenue plus Combined Cash | \$131,670.42 | \$104,940.60 |
| Total Expenses | \$89,916.00 | \$63,195.18 |
| Total Revenue plus Combined Cash less Expenses | \$41,754.42 | \$41,745.42 |
| Projected Ending Balance as of 12/31/2018 | \$41,754.42 | \$41,745.42 |

Revenue

| | | |
|------------------------------------|--------------------|--------------------|
| Membership Dues | \$6,000.00 | \$3,384.00 |
| Seminar | \$2,000.00 | \$0.00 |
| Store Income | \$50.00 | \$0.00 |
| 2018 VAOBA Expo | \$66,775.00 | \$52,919.23 |
| 2018 Auction (Herdsire and Silent) | \$15,000.00 | included in Expo |
| Misc. Incom | \$100.00 | \$1,137.75 |
| Total Revenue | \$89,925.00 | \$57,440.98 |

Expenses

| | | |
|-------------------------|--------------------|--------------------|
| Operating | \$6,500.00 | \$6,860.15 |
| Seminars (Education) | \$5,000.00 | \$0.00 |
| Grant Funds | \$1,500.00 | \$1,000.00 |
| Sponsorship | \$1,500.00 | \$500.00 |
| 2018 VAOBA Expo | \$72,916.00 | \$53,715.03 |
| Donations | \$1,500.00 | \$1,000.00 |
| Marketing (Advertising) | \$1,000.00 | \$120.00 |
| Total Expenses | \$89,916.00 | \$63,195.18 |