

Board Meeting May 7, 2012

Nancy Ogan, President
Joe Kyger, President Elect
Pat Hamilton, Secretary
Russ Pond, Treasurer
Donna Higgason, Director at Large
Al Dillon, Director
Lisa Darley, Fiber Committee
Debbie Bailey, Marketing Committee
Judy Howe, Show Committee

Meeting Called to Order at 7:11 p.m.

MINUTES: John makes the motion that we accept the minutes of the meeting held in April, Russ seconds, all in favor.

TREASURERS REPORT: Russ paid the State Corporation Commission and RIR. Donna makes a motion we accept the Treasurers Report, John seconds, all in favor.

EDUCATION COMMITTEE: Pat contacted Dr. Zajak for a bio for an eblast for the annual meeting. Nancy makes the motion that we accept the Education Committee report, Al Dillon seconds, all in favor.

FIBER COMMITTEE: Lisa Darley – we did not have a fiber committee meeting during April. Did you have questions about the report? Three of the members were going to do

the fiber dying for free – Dawn D was going to charge. Donna and Nancy think we should use the members that were going to do the workshops for free. We are going to sell some of the VAOBA yarn to the workshop participants. Nancy asks if Lisa will work on the VAOBA Farm Store and get back to us with their suggestions. Nancy says that Catie Dutcher wants to run it. Nancy thinks that it should not be Judy's responsibility to get it together and does not want the ball dropped. Joe suggests that the Fiber Committee run the thing and Lisa says she will get back to us on the Farm Store. Are these classes going to be advertised in the next newsletter. Pat suggests an eblast. Nancy thinks that is a good idea. Lisa wants to know if they can register online – the Board will speak with the website contact and get back to Lisa. John will get back to Lisa with our answers. John makes the motion to accept the Fiber Committee Report, Donna seconds, all in favor

Discussion:

Al thinks we should use the farms that are offering to do it for free. Nancy makes a motion that dyeing workshops be done by the three farms that offered to do them at no cost. Donna makes the motion, Al seconds, all in favor.

Nancy makes the suggestion that we use the eblasts for education – Joe agrees but wants to make certain that we also add it to the newsletter. Lisa needs to write up the article for the eblast – send it to John and the Board for approval. Lisa needs to work with Pat (Education Committee). Nancy thinks that the Fiber Committee should take charge of the Farm Store and run with it. If they do not want to put it together we need to know about it ahead of time.

MARKETING & MEMBERSHIP COMMITTEE: Debbie Bailey wants us to go to the Expo site and look at the front page. She feels that it is negative and needs to have a positive spin. Nancy says that there are some typos on the page. Debbie is writing an article for the AOBA newsletter and the article is due by May 20th. Debbie wants to know who is taking care of the marketing for the show – Donna says that the Marketing Committee is supposed to come up with ideas and present them to the Board for approval. Nancy makes a comment about the website – she thinks it needs to come to the BOD – Donna asks Joe if we got an email from Judy. The Judges were listed on the postcard that was distributed at MAPACA. Debbie thinks we need to rewrite the information for the website. Debbie's second question is about sponsors – Donna tells her that the BOD has to decide about the number of sponsors. Debbie asks if Judy can use the diagram to decide where the stalls should go. Pat states that the electrical outlets were part of the reason that Judy has to go and measure the facility. Donna thinks that we have gotten off track. Debbie is trying to get the article written for AOBA and has a time line. Debbie wants to know when registration is open. Debbie has a word limit in this article. Debbie needs type of sponsorships, needs opening registration date and do we intend to have any incentive available in early registration. The Georgia show has a 5% discount if you register by July 1, 2012. Nancy saw very concrete agenda items and once we vote on these Nancy will let Debbie know – thank you Donna for the agenda ideas. Debbie wants to know what we expect from the Marketing Committee. Nancy would like Debbie to try to align our Marketing to the national plan – present it to

us for approval. Debbie would like to present some names for the committee. Donna makes the motion to accept the Marketing Committee report, John seconds, all in favor.

Marketing Discussion: John is concerned that we will not have time to tell Debbie how many sponsorships. Donna and Nancy think we do not have to tell Debbie how many just the different categories and a description of what they get for their sponsorships. John asks if Donna can send us the sponsor descriptions from last year. Nancy thinks that Debbie should submit what she wants to accomplish on the Marketing Committee. John suggests that Nancy reinforce this idea with Debbie.

NEWSLETTER:

SHOW COMMITTEE: Judy would like to know who is on the committee so she can have a meeting – Judy wants to go and measure the venue and work up the diagram so we know how many sponsorships we can have. We need to talk about sponsors – we want to get more meet & greet sponsors. Judy is all for suggestions. Nancy wants Judy to shoot her website changes to the BOD for review. Donna wants to know what level the show is going to be – we put in certification for a Level 4 show – Judy says we have never made a Level 5 show(over 800 animals). Judy says the certification fee is based on the number animals you put in for – \$400 for Level 4 halter show and fleece show). Judy thinks that the fleece show is a Level 2. Donna asks if there are any guidelines about when to open registration – Judy thinks there are not

really any guidelines – everyone does it differently. Judy recommends that we not wait too long before we open our registration. Donna asks about ring sizes? - The third ring will have to be the same size as the other 2 rings. Joe asks if anyone has any questions. Could someone get back to Judy with committee names. Donna makes the motion to accept the Show Committee Report, Al seconds it, all in favor.

Discussion:

Show committee – Donna wants to handle sponsorships – Nancy has volunteered to do the herdsire auction. Pat will work on seminars. Joe suggests we make it an entity unto itself – Joe leaves the call. Donna thinks John or Lisa should be on the show committee.

Nancy – herdsire auction

Debbie – Marketing

John or Lisa – Fiber

Pat – education

Donna – sponsor

Al makes a motion we start with the names above, Donna seconds, all in favor.

Pat will send Judy an email about the committee. Pat will have Janet change the website and let her know Pat is the only contact for website changes.

OLD BUSINESS:

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NEW BUSINESS ON THE AGENDA:

Annual Meeting – do want sponsors for the annual meeting – Donna makes a motion that we use money from the herdsire auction to pay for the Annual Meeting, AL seconds, all in favor.

Discount for sponsors for early registration – perhaps 10%. Donna thinks the best part of registering early allows farms to put it in their budget for the year. Russ makes a motion that we offer a 10% discount for farms that sign up for sponsorships by August 1, 2012, Donna seconds, all in favor.

Discount for meet & greet for early registration. Nancy and Donna think 5 sponsors at \$1500 each – maybe offer 10% discount for early participation. Give each farm that registers 2 tickets for the meal and give sponsors tickets for drinks. Donna thinks we should have a cash bar. Donna makes the motion that we have 5 sponsors for the meet & greet – 10% discount if they pay by August 1, 2012 – with a cash bar – John seconds, all in favor.

Donna suggested entertainment for the meet & greet – Donna says there is a piano player and singer that she knows from Tappahannock. Nancy says in Tennessee they had a band and folks really enjoyed it. Nancy wants to know if it would be appropriate for the show committee to check on this and then present it to the Board.

Door prizes – that we gave away during the annual meeting - Pat will get the door prizes together for the annual meeting.

Donna makes the motion, Al seconds, and all in favor.

Nancy will take an action to come up with a better way for committees to give their reports on the BOD call.

The next meeting will be Monday June 4, 2012

Al makes a motion to adjourn the meeting at 9:10 – Russ seconds - all in favor.