

Board Meeting
December 3, 2012

Joe Kyger, President
Pat Hamilton, Secretary
Sue Ives, Treasurer
John Hanna, Director at Large
Al Dillon, Director at Large
Brian Bois, President Elect
Donna Higgason, Director

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

MINUTES: John makes the motion to accept the November 2012 minutes – Brian seconds – all in favor – motion carried.

TREASURERS REPORT: Donna makes the motion to approve the treasurers report – Al seconds – all in favor – motion carried.

EDUCATION COMMITTEE: No report.

FIBER COMMITTEE: No report.

MARKETING & MEMBERSHIP COMMITTEE: No report.

NEWSLETTER: No report.

SHOW COMMITTEE: No report – Joe spoke with Judy today and everything seems to be on schedule. Carpet will be stored at Virginia Alpaca Farm in Leesburg and Pat will take it

up there after the show. John asks about the Meet & Greet and the meal tickets – Sue printed tickets and they will be in the bag. Joe suggests that we print 262 tickets only. Donna asks when we will be giving out the Lifetime Achievement Award. Joe suggests we give the award before the auction. Donna suggests we charge for dinner next year. Donna says Wednesday the plastic will be installed and Thursday the sod will be put down and stalls installed. There will a sponsor check in and a non-sponsor check in. Debbie McLeish has all of the volunteers taken care of. Donna says there will be a membership booth in the lobby. Joe asks if Georgia has given anything for the silent auction. Donna makes a motion that we give away a full page ad in the newsletter at the silent auction – Brian seconds – all in favor.

YOUTH COMMITTEE: No report.

OLD BUSINESS ON THE AGENDA:

NEW BUSINESS ON THE AGENDA: Judy Howe, Pat Rice and Al Dillon are on the Nominating Committee.

Joe thinks we should put a Show Committee together – he suggests:

Sue Ives, John Hanna, Pat Hamilton, Judy Howe, Donna Higgason, Patty Fuller, Brian Bois and Judy Schroeder.

Joe would like this group to discuss what we did right and what we did wrong with the show this year.

Judy wants to know if the Board would like to include a survey in the bag, an online survey or in the class book. Brian asks if we can send out an email thanking the participants and send them to an online link for the survey.

Donna asks if we would like to provide a floor plan to sponsors and see if they want to sign up for next years show. Are we going to use the same prices? Donna makes a motion that we offer this years sponsors in order of sponsorship level to buy a sponsorship for next years shop at early bird prices – Brian seconds – all in favor – motion carried.

Joe asks if the book is all worked out – Sue says yes and they need to be picked up. Brian offers to pick up those books.

Brian spoke with Laura at Infinity and they will not be coming to the show due to costs.

RFPs – Joe thinks we should send out RFPs in January. There is also the option to hire the same people for next year without RFPs.

The next meeting will be the first Monday, December 17, 2012 at 7 p.m. This will be a show wrap up meeting.

January 7, 2013 will be our next regular meeting at 7 p.m.

Donna makes a motion to adjourn the meeting at 8: p.m. – Al seconds, all in favor, motion carried.

Special Board Meeting December 17, 2012

Joe Kyger, President
Pat Hamilton, Secretary
Sue Ives, Treasurer
John Hanna, Director at Large
Al Dillon, Director at Large
Donna Higgason, Director
Judy Howe
Judy Schroeder
Patty Fuller
Glen Kirby

Meeting Called to Order at 7:39 p.m.

MINUTES: No report.

TREASURERS REPORT: No report

EDUCATION COMMITTEE: No report.

FIBER COMMITTEE: No report.

MARKETING & MEMBERSHIP COMMITTEE: No report.

NEWSLETTER: No report.

SHOW COMMITTEE:

YOUTH COMMITTEE: No report.

OLD BUSINESS ON THE AGENDA:

NEW BUSINESS ON THE AGENDA: Joe says this is a meeting about the show and tells us that it was a very good show. Joe got lots of positive comments about the show.

Judy Howe talked to the owner of the sod company and the owner was very apologetic about the condition of the sod. He admitted that he made a mistake by not having the cutter cut deeper into the dirt to make the sod thicker. Eric Evans would like to bid on the sod for next year also. Joe said that RIR will not remove the sod for free next year – they will charge for removal and a fee for the dumpsters to remove it.

Judy said that there were only 9 youth at the show this year. Since the cost of stalls are more expensive at our show Judy thinks that perhaps we should donate money to the Va Classic Show and let them take care of youth performance.

Pros – more room – great area for the fleece show – plenty of room for seminars – electricity was free.

Cons – staff was not as professional as they should have been. They were slow getting the tables up. Catering was very expensive – they charged us for the tables and chairs. The caterer did not do anything they were supposed to do in the cafe. The vendors in the second room didn't get much traffic. The bidding at the herdsire auction was dismal. Donna thinks the drinks were too expensive. Donna thinks the hotels were too far from the venue. The catering bill was

\$7500 and then \$600 for the tables and chairs – the income from the auction was \$13,000 and the sponsor income was \$3900. John and Pat remember that the tables and chairs were supposed to be free upstairs.

Judy thinks Donna needs more help with the color checking next year.

Patty Fuller said suri folks had some complaints about the judging. Patty heard Stephanie and thought she was moving very fast. Joe talked to Joe Miller – they seemed okay with Stephanie. The suri folks like Wade, Jude Anderson and Amanda Vandebosch as judges. Judy heard that they prefer to be judged in the same ring as the hucayas.

Judy did not think the VAOBA store was thriving – Patty thought they needed more signage – she noticed folks walking in and going straight in to see the animals. Judy is wondering if perhaps we need someone else to take the lead on the VAOBA farm store. Donna suggested that the farm store use the a-frame signs from the parking lot to put up inside for advertising.

What happened to the live broadcasts from the venue?
Could someone check on TV ads similar to the ones done several years ago.

Joe had a meeting with Dr. Bert – there is a group of folks in MAPACA that want to have a show in the fall. Joe is going to talk with them and see what they have in mind.

Donna thinks we need more volunteers – Patty wonders if we need to offer discounts to the volunteers. Judy sent a list to Debbie McLeish of all of the folks who wanted to volunteer. We need to work on the volunteers.

Judy Schroeder had volunteer issues in the fleece room.

Patty Fuller loved the location of the fiber arts. She would have liked to have the area a little cleaner. Perhaps a curtained off area for supplies.

Sue Ives – she did not like her location – she is in favor of moving performance to the spring Va Classic. She was too accessible to folks.

Glen Kirby – things went well – except for the sod issue. Glen would suggest we hire 4 of their guys to set up and take down.

Donna – nothing to add.

Pat Hamilton – no problems

Al Dillon – no problems.

John Hanna – seminar room – there was dirt and grass all over the room. Les complained about having too many people in the small room at his seminar.

Joe got a lot of nice comments – the cup awards went over very well.

Joe wants the show committee to start meeting and asked Judy to get things started – first meeting in early January 2013. Joe thinks the committee should elect a chairperson.

Sue thinks that some small shows were cancelled and MAPACA wants to have a large affiliate show and split the profits.

Judy says that the volunteers that we have do it for free. She wants us to make sure our comparison are apples to apples.

January 7, 2013 will be our next regular meeting at 7 p.m.

Meeting adjourned at 8:26 p.m.

VAOBA Fiber Meeting Agenda

Date: **December Minutes (8pm)**

Committee: **Fiber**

Call-In Number: **1-866-906-0123**

Member No. **717-5307#**

Members in Attendance: John, Catie, BJ and Alison

Report Submitted by: Alison

Topic	Discussion	Action
Meeting Called to Order – 8:10		
Approve Minutes:		Next meeting January 10, 2013
Agenda Items: Farm Store; 2013 Fiber Com Goals		
Item #1 – Farm Store	<ol style="list-style-type: none"> 1. We need a Banner to make it clear what the Farm store is. People walked right by us in the lobby. We need to encourage traffic through the Farm store area. Location in the lobby is good, but maybe we move the “cashier” more central and they greet people as they walk in and encourage them to browse the VA goods as well as see the animals and visit the other vendors.... 2. Would like to add craft demonstrations --- but would like to make these visible to the public and not off in a conference room OR back in a corner --- maybe carve out some space in the lunchroom side or after the fiber entries are taken where they are set up??? Visible and encourage people to visit the lobby and maybe shop the farm store. Also to show the TIME and skill that goes into these handmade goods --- help justify the price of the handspun yarn or hand-knitted, woven, felted etc... goods. 3. We propose that should a farm donate time to do a scheduled craft demonstration during the show they do not need to pay for their spot to sell goods. We also propose, due to VAOBA members potentially being too busy to do crafting AND showing that at a certain date a few weeks before the show we open up the farm store to non-VAOBA members --- either pay for spot to sell OR donate craft demonstration time. 4. Would like to propose to the board that the Fiber committee send text for VAOBA emails and VAOBA contracts for the store to the board for approval and then send these out ourselves to the membership and through online posting on a weekly basis starting in August. Increase FB posting and use established Fiber com FB presence to solicit more participation and attendance. 5. Reach out to knitting guilds in the Richmond area and make them aware of the alpaca goods available and the show.... 	<p>2012 Farm Store sold \$832 up from \$730 in 2011</p> <p>Ideas to improve farm store for 2013:</p> <ol style="list-style-type: none"> 1. Increase visibility at Event!! <ul style="list-style-type: none"> • Find Farm store banner (4X5) or get approval to get a new one to hang at Farm Store entrance. Does the board know where it is? • Move Cashier to more central location --- maybe act as a greeter as people walk in? • Silent Fashion show --- models to walk through event wearing alpaca products for sale....need to make models identifiable carry basket of candy/treats to hand out/alpaca fiber flyers or hat or some distinguishing feature.... • Have regularly scheduled “reminders” from announcer about Farm Store....(not sure how other Vendors will feel about that though) 2. Increase Attendance/participation: <ul style="list-style-type: none"> • Fiber Com would like to email VAOBA members directly re next year’s farm store (after Board approves communications to be sent out) – Does the Board approve?

	<p>6. Catie to draft up documents for next years Farm store by end of March and send to the board for approval.</p> <p>7. NEW IDEA: Silent Fashion show during VAOBA EXPO – models wearing handmade alpaca goods (w/price tags :-p) and walking through the venue (?) --- need some way to call out models – etc....</p>	<ul style="list-style-type: none"> • Fiber Com plans to reach out to knitting guilds in the Richmond area prior to next year’s farm store to increase attendance and hopefully fiber sales. Anticipate show timing will increase yarn sales. Also hoping we can recruit guild members to do some fiber demonstrations. • Fiber Com would like to open up the Farm Store to non-VAOBA members IF it is not filled by VAOBA farms by a certain date TBD. • Fiber Com would like to have a craft demo area by the store during the Expo to increase traffic through that area and educate the public and alpaca farmers on alpaca fiber use. Does the board approve of this space? • Fiber Com would like to open up the Farm Store to non-VAOBA members IF it is not filled by VAOBA farms by a certain date TBD. • Fiber Com would like to trade space at VAOBA Farm Store for Scheduled commitment to demonstrate a fiber craft during the show in the farm store space.
<p>Item #2 – Yarn Project</p>	<p><u>Yarn Storage:</u> Yarn has been transported to Alison Bois. Alison will ship out yarn and collect payment for VAOBA. Motion carried by all members.</p> <p><u>Yarn sales:</u> Update on yarn quantities: Awaiting numbers from Catie to make sure all are accounted for.</p> <p>Update on yarn sales: Board voted to drop price to \$18 a skein retail - \$20 a Skein for dyed.</p> <p>Catie to dye some of her VAOBA yarn stock. And sell from her store.</p>	<p>Motion: Drop retail yarn price from \$24 a skein to \$18 a skein and \$20 a skein for dyed yarn.</p> <p>Does the board approve Fiber Com’s motion to drop the retail price to \$18 a skein and \$20 a skein for dyed yarn? This pricing is more in line with general alpaca yarn pricing.</p>
<p>Item #2 – 2013 Fiber Com goals</p>	<ol style="list-style-type: none"> 1. To assist with better transition between committees’ we propose an overlap between new members and old members to help get them up to speed. IF there is an official committee term for Fiber com --- we propose a 14 month committee term for Fiber com with a two month overlap from old com members to new com members – the year to start in June after the annual VAOBA board meeting. This is to help the committee run more smoothly and provide a window of time to transition materials to the new committee members. 2. Get a FB presence up and running. Alison to speak with Margaret Hamilton about her experiences monitoring a page and will update committee in January for final determination. Goal to have a location for farms to post their craft courses, 	<ol style="list-style-type: none"> 1. Does the board approve the <i>general</i> rule that new Fiber com members are added on in June and retiring members are asked to stay until August to help transition the committee? 2. FB presence encouraged by Board. Board to figure out best way to develop a good FB presence. 3. Annual course --- What does the board think about targeting a series of courses to beginner farms focused on MAXIMIZING RETURNS FROM THEIR FIBER – using local fiber

	<p>show new projects, ask fiber questions to other Virginia fiber members, post about fiber fests/farmers markets, send updates from the board, to encourage members to the page would like to donate a few skeins of yarns to use for drawings....</p> <p>3. Committee is determining whether it wants to test the water at a Fiber fest with a 10x10 booth to sell VAOBA yarn and VAOBA members' handmade products. Would also like to add alpaca fiber craft demonstrations to our stall. With board approval would like to test this theory by posting on FB and seeing what the response is from Virginia farms – would they commit goods to be sold by VAOBA for them? Would they pay to have us sell for them to defray the cost of a booth --- OR can we get a consortium of VAOBA farms to go together WITH a VAOBA stall to promote alpaca fiber? After response from the membership will start to determine the best way to start to test out a fiber fest.</p> <p>4. Annual Fiber course --- new idea --- instead of sorting and grading and bringing in an outside expert (Wini Labrec) and paying for an outside location --- we propose a series of courses to be taught in each region by local artisans and dedicated to BEGINNERS --- Potential Title for the series --- MAXIMIZING YOUR FIBER --- teach how to make a 2 hour scarf, Big Needle Knits, easy felting projects, weaving, dying, the focus is on how to use YOUR fiber, how to SELL your fiber etc.... find farms to sponsor events and find artisans to support events. Fiber com members MAY teach courses but should not be paid for teaching to avoid any concern that we are sponsoring this program to benefit our individual farms. Would need to research cost for instructors and cost for materials for the event. Would also like artisans to commit to making a video of a simple project to post a short video on our FB page for those members unable to attend the actual event.</p>	<p>artists and local VAOBA sponsor farms? 1-3 hour projects to make sellable goods from fiber --- (knitting, weaving, felting etc). Ideally each educator would commit to a video recording of their skills that could be accessed by VAOBA members online and to providing written instructions that would be available in an archive for VAOBA members.</p> <p>4. Increasing interest and support for the fiber side of the alpaca business and “fiber” benefits to VAOBA members not focused on showing may help increase VAOBA’s membership over the long term ---</p> <p><i>(possible benefits – online beginner training courses to utilize your fiber. Free simple patterns (if we can get some donated) that can be printed to be used/handed out with the farms yarn or roving. Tips and tricks for selling fiber. Free flyers about the benefits of alpaca fiber or uses for alpaca fiber that can be printed out by individual VAOBA member farms etc...)</i></p>
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Completed Items:	2012 VAOBA Farm Store; Change in Yarn pricing	
New Business:	Goals for 2013	
Next Meeting Date:	January 10, 2013	
Adjournment:	9:20pm	

As soon as the recorder has finished the change-over of the document from Agenda to Minutes it should be circulated around to all Fiber Committee Members. Input into changes needed should be noted (another color is fine), changes made and members need to accept or not accept. At that time the Chair (or designate) will submit the report to Pat Hamilton for distribution to the board and John Hannah as the fiber committee’s liaison to the board. The fiber committee members should be CC’d.

