

Board Meeting July 18, 2012

Brian Bois, President Elect
Joe Kyger, President
Pat Hamilton, Secretary
Cheri Seiler, Treasurer
John Hanna, Director at Large
Al Dillon, Director at Large

Meeting Called to Order at 7:02 p.m.

MINUTES: Al makes the motion that we accept the minutes of the meeting held in June, Brian seconds, all in favor.

Corrections: Please add Johns name to the top of the list as attending the meeting. Marketing Committee – add Farm Days to National Alpaca Day.

TREASURERS REPORT: None

EDUCATION COMMITTEE: The committee is working on seminars for the EXPO and will present them to the Board soon. Russ is working on a webinar. Patty Fuller is working on the Neonatal Seminar for early 2013. The committee requests permission to book Natural Bridge for the Annual Meeting for June 2013 – Cheri makes a motion and Al seconds – all in favor. The committee requests permission to donate 25 skeins of VAOBA yarn to the Student Design Competition – Al makes a motion – Cheri seconds – all in favor.

FIBER COMMITTEE: Allison will replace Lisa as the Chair of the

Fiber Committee. Joe asks John to get in touch with Allison. John will work on that. Brenda Breedlove has volunteered to be on a committee and the Fiber committee would like to have her.

MARKETING & MEMBERSHIP COMMITTEE: Joe will get in touch with Nancy and get a report for the August Board meeting.

NEWSLETTER: Cooking with Big M will be part of the Newsletter.

SHOW COMMITTEE: The committee has approved an announcer and photographer. Sponsorships are going fast. Pat asks that Sue Ives be added to the Show Committee. Joe thinks it is a great idea for Sue Ives to be on the Show Committee. Brian Bois , John Hanna, Al Dillon, Pat and Cheri agree. John makes a motion to accept, Brian seconds, all in favor.

YOUTH COMMITTEE:

Brian is meeting with Laura Steere at Infinity Acres about the Youth Program. Brian is checking to see if she would be interested in being our Youth Committee Chairperson.

OLD BUSINESS ON THE AGENDA:

Cria shearing email – Joe will check with Kim and let Pat know.

Recording of the meeting – Pat will check on that.

NEW BUSINESS ON THE AGENDA:

The trailer needs a new coupler put on it. The cost to replace it would be approximately \$120 – at Holmes Enterprises. Al makes the motion and Cheri seconds, all in favor.

Logo and website – logo competition – who should judge? The Board could narrow it down to 3 and then let the membership vote on the new logo. It would be a great thing to put it in the Newsletter. Joe says we can put a ballot in each farm packet at the show. Perhaps send out ballots to each farm. Can we put the logos on the website and let folks vote on the website. Joe wants everyone to think about it and bring their ideas to the next Board meeting.

Website needs some work: Pat offers to work on the website. John makes the motion to allow Pat work on the website – Cheri seconds and all in favor.

By-Laws: we are not in compliance with our own bylaws. Joe thinks we need a By-Law Committee. John Hanna will head the committee to work on the ByLaws.

John Ferrante called Joe on Saturday and talked about his neonatal clinic. Brian asks if we charge for the calendar on the VAOBA website. Joe says that we promote alpacas in Virginia as a whole – we do not promote any individual farm. Brian thinks we need to fill up the newsletter with good information and more ads. John thinks we should promote the positive aspects. Al thinks we need to promote it correctly. Joe thinks we should turn this over to the marketing committee and let

them come up with a plan to present to us.

The next meeting will be Tuesday August 7, 2012 at 7 p.m.

Cheri makes a motion to adjourn the meeting at 8:02 p.m. –
All seconds - all in favor.

July 2012 Agenda
Board of Directors Meeting

Date: July 2, 2012

Members in Attendance:

Agenda Submitted by: Joe Kyger

Topic	Discussion	Action
Meeting Called to Order		
Approve Minutes:	Approve June Minutes (attached)	
Treasurers Report: Russ Pond		
Committee Reports		
Education: Pat Hamilton	Request permission to reserve Washington Hall at Natural Bridge for our annual meeting next June 2013	
Fiber: Lisa Darley		
Marketing:		
Membership:		
Newsletter: Donna Higgason		
Show:		

Old Business:		
Item 1		
Item 2		
Item 3		
New Business:		
Item 1	Trailer needs a new hitch.	
Item 2	New VAOBA logo and Website update	
Item 3		
Item 4		
Item 5		
Item 6		
Item 7		
Item 8		
Next Meeting Date:		
Adjournment:		

Overview

[Full show](#)
[Expenditures](#)

Sheet 1: *Full show*

2012 VAOBA EXPO Halter and Spin Off Show
Estimated Budget - based on 550 registered
alpacas, Level 4

Revenue	Budget	Expenses
Stall sales (paid, not include sponsor) \$175*230	\$40,250	Rental space
Less VAOBA fee reduction of \$50/farm * 60	-\$3,000	stalls
Farm Sponsors (10 plat, 6 gold, 6 silver, 10 bronze)	\$28,000	Table/chair rental
Less discount for early pmt max amount	-\$2,800	Other rentals: 3 portable sound systems
Non-AOBA mbr fees (\$80*10)	\$800	Security (night guard duty) 24hrs * 12/hr
Halter entries (includes AOBA fee) 550*\$56	\$30,800	Drapes for 3 rings
Production entries B&O, breeders best 3 (20*\$16)	\$320	Table coverings
Vendor booth fees (\$250 * 20)	\$5,000	Halter Show Super (fee, hotel 3 nts,supplies)
Show Program Ads	\$500	Sod for 3 rings and stalls
Corporate Sponsorships (2 @ 250, 2@500, 1@750)	\$2,250	Additional carpet for aisles
Performance entries youth only (\$15/youth) 30x\$15	\$450	plastic sheeting 25 rolls x \$59/roll
Photography entries (30 x \$10)	\$300	Judge:Humphries (fee, transport, 2 nights)
Fiber Arts entries (30 x \$16)	\$480	Judge:Hicks (fee waived, transport, 2 nights)
		Judge:Glyptis - (fee, transport, 2 nights)
Spin-Off entries (175 * \$31)	\$5,425	Spin Off judging (175 * \$10)
		Spin Off Superintendent, 5 stalls/ 3 nights hotel
Fleece show entries (160 * \$36)	\$5,760	Spin Off ribbons
Cottage Fleece entries (40 * \$31)	\$1,240	Spin Off expenses (postage, etc)
		Spin Off AOBA fee (175*6)
		Expo Event Coordinator fee, 3 nights hotel
		Photography ribbons
		Fiber arts expense - judge 2 nts hotel
		Fiber arts ribbons
		Class List printing
		Manual Labor set up and tear down
		Announcer fee(644) plus 2 nights hotel

total

\$115,775

Saturday Night Meet and Greet not included in this budget

Gross estimates:

Food: 200 * \$31/head \$6,200

Herdsire catalog \$1,300

Posters of herdsires \$400

Drink Tickets ? 10/meet&greet sponsor (50 X \$5) \$250

\$8,150

Revenue through sponsorships

5 sponsorships \$1500 each or \$1000 with other sponsor \$6,000

Ad in herdsire catalog 2 half page color \$200

AOBA email blasts (9)

Sponsor gifts

Postcards, flyers, invitations

Office Supplies & postage

Misc. Show supplies

Dumpsters

Decorations

Show Program layout & Printing (Able Pub

Show Photographer

AOBA fees - halter (550*6)

AOBA fees - non member (80*10)

AOBA Certification fees (halter)

Exhibitor bags

Seminar/speaker expenses

Internet

Outside Marketing - not in this budget as board will fund this item through marketing

Online Registration Service/Thompkins

ARI Color cards (5)

Lunch - 2 days (judges & staff, as contracte

Signage

Veterinary stipend (1,000) plus 2 hotel room

Halter & Performance Ribbons

Event Insurance

Fleece show judge plus hotel

Fleece show superintendent est. plus expen

fleece/cottage fleece show ribbons (estimat

fleece show supplies

AOBA fees fleece + CF (190 * 6 = \$1,140)

Total Expenses

Sheet 2: *Expenditures*

Date

Exp. Paid

To who

For what

April

Visa

AOBA

Show Certification

April

Visa

RIR

deposit for venue

JULY NEWSLETTER REPORT

The newsletter committee, which was just me, spoke at the annual meeting asking for volunteers. Mary Goodman would like to be on the newsletter committee. She has provided a recipe for the next issue and would like that section to be called "Cooking with Big M".

Will that be okay with everyone - I think it is kind of cute since she really wants to get involved with the newsletter.

No other news.

Thanks Donna Higgason

Education Committee Report

Date: **JULY, 2012**

Committee: **Education**

Members in Attendance:

Cheri Seiler
Pat Hamilton
Patty Fuller

Report Submitted by: Pat Hamilton

Topic	Discussion	Action
Meeting Called to Order –		

Approve Minutes:		
Agenda Items:		
Item #1	Seminars for VAOBA EXPO 2012 – a seminar on 'showing animals'	
Item #2	Neonatal – usually planned for Spring Break at Virginia Tech because students are gone and hotels are empty – near February 25 th .	
Item #3	Russ is working on a webinar	
Item #4	Annual meeting - perhaps AGRITOURISM as a seminar topic.	
Item #5	Request approval to use Natural Bridge in June 2013 so that the facility can be reserved.	
Old Business:		
New Business:	AOBA is asking for donations for the SDC -	
Next Meeting Date:		
Adjournment:		

SHOW COMMITTEE REPORT:

1-Committee evaluated 4 bids for the photographer position. Bids ranged in price from \$1100 to \$4000 and included Dennis Hare, Jason Evans, Glenn Kerns and Doug Herrmann. After a good discussion the committee selected Jason Evans and decided to include the option of providing free photos for second place as well as Champion, Reserve and first. Total price \$2100. Because the expenditure is within the budget, the applicants have been notified of the decision.

2-Committee evaluated 2 bids on the announcer position, Scott Gove and Rick Stumpf. discussion regarding the two resulted in the selection of Rick Stumpf as announcer. Price on both were nearly identical and within budget. Applicants notified.

3-Venue was visited by Judy, Glenn, Pat and Donna from the committee. Measurements were transferred to a grid and plans were brought to the annual meeting. Board members and committee members as well as VAOBA members were able to see how the layout would work for the show, 249 stalls available for purchase. Lobby should be able to accommodate the VAOBA store, photo contest, silent auction and herdsire auction display. The second room which will be for bronze and non sponsor exhibitors will not need carpeting as the concrete is rough and

not slippery for alpacas. We many not need to purchase more carpet.

4-Debbie Bailey is looking into the possibility of a 'sort a thon' by CIABA to be held in the second building. This is thought to draw fiber enthusiasts into the second building. Can probably fit 2 vendors in there as well.

5-Eblasts will be going out early this week. Invitations and post cards will go out in early September.

6-Joe Kyger has agreed to be our auctioneer. John Ferrante has agreed to be the compliance coordinator.

7-Sponsorships are going well. All platinums have been requested although not all paid yet.

8-Herdsires are starting to be offered. Donna and Joe will coordinate the herdsire auction. Looking for someone to do the discussion of the herdsires.

9-Debbie shared with us the tentative marketing plans. Sounds great!

Most of this was shared in my verbal report at the annual meeting on the 23rd of June. I am unable to join the board meeting tonight due to another commitment but will be glad to take questions later by email.

Judy Howe