

VAOBA BOARD Meeting
Minutes – July 17, 2013

Sandy Muraca
John Hanna
Donna Higgason
Pat Hamilton
Eric Evans
Al Dillon
Glen Kirby

Meeting Called to Order at 7:06 p.m.

Minutes – Glen makes the motion to accept the June 2013 minutes – Al seconds - all in favor – motion carried.

Treasurer – see attached.

Education Committee – no report.

Fiber Committee – no report.

Marketing & Membership Committee –

Newsletter – next newsletter will go out soon. Donna was waiting for the new logo.

Show Committee – Show Committee is recommending that we have 3 host hotels. Glen asks if we will still

get discounts at all of the hotels.

Show Committee is asking for an extension to Sept 1st for Vendor Discounts. Sandra makes the motion to allow the extension, Al seconds - all in favor – motion carried.

Sandra makes the motion that we not have a sortathon at the show this year, Glen seconds, all in favor – motion carried.

CABO has asked us to advertise their show in our program in exchange for them advertising our show. Donna recommends that we not advertise the show but advertise VAOBA and member benefits. Al thinks we should make certain that it is clear to CABO because our show is before their show.

Bert has suggested that several states get together and do a youth show together.

Sandra makes the motion that we give the Leadership Award Saturday morning after the Judges introduce themselves, John seconds, all in favor – motion carried.

Glen makes the motion to accept the Show Committee report, Al seconds, all in favor – motion carried.

OLD BUSINESS -

1- Donna has discussed the Graphics Contract with Patty and they have worked out the details. We will be making payments during the year to her. She will be doing the entire herdsire catalog.

NEW BUSINESS -

1- Advertising for the show – Lite 98 called Donna – for \$3900 they would send Kat Simons – she would crown Mr & Miss VAOBA – she would do it live on the radio – they will be doing mock live broadcasts. They would give out CDs – tickets and gift cards to the VAOBA Farm Store. Planet – 95 commercials – Lite 98 – 15 promo mentions ahead of time – 4 prerecorded interviews – mock interviews to be broadcast live. Al makes the motion that we hire Lite 98 – Glen seconds, all in favor – motion carried.

2- State Fair – Pat will send out an eblast to our membership to ask if anyone would be able to help Teri with the fair project.

3- Website Committee – ask members for photos. Pat Hamilton, Eric Evans and John Hanna volunteered to be on the Website Committee.

Sandra makes a motion to adjourn – Al seconds – all in favor – motion carried.

Meeting adjourned at 7:52 p.m.

Next Meeting will be Monday – August 5, 2013

Show Committee Report to Board

Report Date: July 1, 2013

Committee: Show – Minutes of meeting

Members in Attendance to show committee: Judy Howe, Pat Hamilton, Sue Ives, Sandra Muraca , Patty Fuller.

Report Submitted by: Judy Howe
540-604-4914

Topic	Discussion	Action
Committee Meeting June 25 th . Start time: 7:30 pm and adjourn 8:25 pm		
Topic #1	<p>Hotels</p> <ul style="list-style-type: none"> • Received 2 proposals by hotels. One for the Double Tree at airport and one at Springhill Suites. • Double tree is offering same rates we had last year and is 7.3 miles from venue (last year host hotel was 7.2 miles from venue) with full service restaurant and bar. \$79 for exhibitors, \$69 for show staff. Also has suites and was hotel used for fiber symposium 3 yrs ago. • Springhill suites offering suites for \$89. Location is north of venue. • Committee ok with using both of these. Will also get quote from Hyatt. 	<p>Judy to get quote from Hyatt. If Board is fine with these choices, then sign papers and get info on website.</p>
Topic #2	<p>Vendors</p> <ul style="list-style-type: none"> • Discussion ensued trying to get vendors to sign up early. Discussed option of having an early bird discount for them as well. 10% off if paid by Sept 1st. • Committee recommends we offer discount and a shared eblast to the early birds telling exhibitors they will be there and what they are selling. 	<p>If approved by Board, Judy will get letters to previous vendors notifying them of offer.</p>
Topic #3	<p>Sortathon</p> <ul style="list-style-type: none"> • Shelly Habel is an apprentice sorter for NFP who offered to plan a sortathon at the show. Sue Ives made initial inquiries on it and found that the show needs to provide the space, lodging for sorters, food for sorters and travel expense for sorters. • Discussed possibilities. We could give space in second room. If we got only local sorters it may keep costs low. Thinking if it was below \$500 it might be worth it. • Committee agreed to ask Shelly to see if she could do it for a reduced cost to the show. 	<p>Waiting to see what Shelly comes back with for costs to show.</p>
Topic #4	<p>Ad for show</p> <ul style="list-style-type: none"> • CABO approached us to see if we could trade ads in show book. Half page color. • Discussion ensued on how they are getting the 	<p>Judy will work with CABO to do this trade.</p>

	<p>better deal due to the dates of each show. Our show is a few months before theirs and would be more helpful.</p> <ul style="list-style-type: none"> • Committee thought we might use the ad in their showbook for a different VAOBA thing and if they are willing to do it, then go ahead and do the trade. • Judy contacted them and they will check with committee, but recommend this is approved. 	
Non-committee meeting topic	<p>Stalls</p> <ul style="list-style-type: none"> • Received contract from Light Livestock on stalls. • Quote is \$13,925 which is slightly lower than last year. 	Recommend Board approve this contract. Need to send in half contract price to lock in.