

VAOBA BOARD Meeting  
Minutes – July 14, 2014

John Hanna  
Donna Higgason  
Pat Hamilton  
Eric Evans  
Debbie Bailey  
Glen Kirby  
Ed Fincher

Meeting Called to Order at 7:04 p.m.

Minutes - Ed makes the motion to accept the June 2014 minutes – Donna seconds - all in favor – motion carried.

Treasurer – Donna makes the motion to accept the Treasurers Report - Ed seconds – all in favor – motion carried.

Education Committee – no report.

Fiber Committee – no report.

Marketing & Membership Committee – no report.

Newsletter – no report.

Show Committee – Donna makes a motion to accept the Show Committee minutes – Ed seconds – all in favor – motion carried.

## OLD BUSINESS -

1- Donna and Hazen handled one question from a VAOBA member. Donna got a comment from one member that no Board members are on the new website so she asks that Board members please sign up. Judy is the administrator for the EXPO portion of the website. Donna is the administrator of the main website. Pat is the administrator for the area that covers the minutes and the treasurers reports.

2- Show fees – we discussed a discount on fleece entries and spinoff entries. Ed makes the motion that we have a discount for fleece and spinoff “buy 3 – get 1 free” - Donna seconds – all in favor – motion carried.

3- Stall fees – Ed says as an exhibitor a \$10 discount would be nice. Glen reminds us that we are cutting it close this year. Expenses are running close to income and there is some concern about being able to make ends meet.

4- Donna makes the motion that we accept the show budget as is – Glen seconds – all in favor – motion carried.

5-Youth participation – Judy says she can probably get together 5-10 stalls. Last year we did the youth during the judges lunch break. Ed asks if it is a space or time constraint. Eric explains that he wants to do the same thing that we did last year. Carolyn Evans and Jaime Evans will handle the youth.

## NEW BUSINESS -

1- Eric asks if we can do the Board meetings in person at least quarterly. Debbie thinks it is a reasonable idea and it is important as a Board to show unity. Donna suggests we try to work in a meeting at the VAOBA show in December. John thinks we should get together in the fall and not wait until the show. Debbie agrees with John. Debbie thinks we should have a meeting post-show so that we could discuss the show. Eric thinks we should meet in Sept/Oct. Donna suggests bi-annual meetings – a pre-show and post-show meeting. Eric and Glen suggest a September meeting and then a February meeting face to face. Glen asks if we can have this meeting on a Saturday or Sunday. September 13, 2014 – Saturday will be the first meeting.

2- Fiber Committee – Eric has someone who is interested in taking on the Fiber Committee. Donna suggests that the Fiber Committee plan fiber related activities at the show and plan fiber related educational events and seminars. We will discuss any

committee related issues at the fall meeting. Eric makes the motion that Kimberly Pollay head the fiber committee – John seconds – all in favor – motion carried.

3- Ed asks if we have considered participating in the State Fair and Field Days of the Past as an organization. Donna explains that both of these events were projects of Teri Phipps. Ed volunteers to check into both of these. Eric asks Ed to bring that info to our face to face meeting.

Ed makes a motion to adjourn – Donna seconds – all in favor.

Meeting adjourned at 8:07 p.m.

Next Meeting will be Monday – August 4, 2014

9:25 PM

07/09/14

## Virginia Alpaca Owners &amp; Breeders Assoc.

## Reconciliation Detail

Wells Fargo (main), Period Ending 06/30/2014

Type	Date	Num	Name	Clr	Amount	Balance
<b>Beginning Balance</b>						34,152.57
<b>Cleared Transactions</b>						
<b>Checks and Payments - 6 items</b>						
Check	06/20/2014	draft	BJ's	X	-125.90	-125.90
Check	06/20/2014	draft	Office Max	X	-87.97	-213.87
Check	06/20/2014	draft	Godaddy.com	X	-80.50	-294.37
Check	06/20/2014	draft	Foodlion	X	-38.13	-332.50
Check	06/20/2014	draft	7 Eleven	X	-30.40	-362.90
Check	06/25/2014	draft	Mure Media	X	-1,062.50	-1,425.40
Total Checks and Payments					-1,425.40	-1,425.40
<b>Deposits and Credits - 3 items</b>						
Deposit	06/21/2014			X	145.87	145.87
Deposit	06/23/2014			X	240.00	385.87
Deposit	06/23/2014			X	600.00	985.87
Total Deposits and Credits					985.87	985.87
Total Cleared Transactions					-439.53	-439.53
Cleared Balance					-439.53	33,713.04
<b>Uncleared Transactions</b>						
<b>Checks and Payments - 3 items</b>						
Check	12/03/2013	1727	Tate Tuck		-250.00	-250.00
Check	12/04/2013	draft	Wells Fargo		-78.00	-328.00
Check	06/25/2014	1700	Holiday Inn Monticello		-773.81	-1,101.81
Total Checks and Payments					-1,101.81	-1,101.81
Total Uncleared Transactions					-1,101.81	-1,101.81
Register Balance as of 06/30/2014					-1,541.34	32,611.23
<b>Ending Balance</b>					<b>-1,541.34</b>	<b>32,611.23</b>

9:27 PM

07/09/14

**Virginia Alpaca Owners & Breeders Assoc.**  
**Reconciliation Detail**  
Wells Fargo (show), Period Ending 06/30/2014

<u>Type</u>	<u>Date</u>	<u>Num</u>	<u>Name</u>	<u>Clr</u>	<u>Amount</u>	<u>Balance</u>
<b>Beginning Balance</b>						1,987.97
Cleared Balance						1,987.97
Register Balance as of 06/30/2014						1,987.97
<b>Ending Balance</b>						<b>1,987.97</b>

## Show Committee Report

Report Date: July, 2014

Committee: Show – Minutes of meeting

Members in Attendance to show committee: Judy Howe, Donna Higgason, Eric Evans, Glen Kirby, Randy Strong

Report Submitted by: Judy Howe  
540-604-4914

Topic	Discussion	Action
Committee Meeting July 3. Start time: 7:00 pm and adjourn 8:15 pm		
Topic #1	What's been accomplished so far <ul style="list-style-type: none"> <li>• Venue rented, judges and superintendents hired</li> <li>• Host hotel secured for \$46/night plus tax</li> <li>• AOA certification almost complete</li> <li>• Layout complete of venue</li> <li>• Most platinum sponsors claimed</li> <li>• Registration setup underway, should be done by end July. Platinums will not be paid at registration site but by separate check or credit card swipe so we retain better control over number.</li> </ul>	Judy will go over registration information so that Don Tompkins can get site up and going for spin off.
Topic #2	Sponsorships <ul style="list-style-type: none"> <li>• Donna reported on claimed sponsorships. We have 2 and possibly a 3<sup>rd</sup> that will not bring in revenue depending on who won platinum offered at MAPACA Jubilee.</li> <li>• Reviewed offerings to sponsors, Judy will send around sponsor listing prior to loading to website</li> <li>• May use the 2 areas near food/drink area as platinums.</li> </ul>	Judy will send around sponsor benefit listing.
Topic #3	Photographer & announcer <ul style="list-style-type: none"> <li>• Committee discussed options and decided to send out RFPs to 4 photographers.</li> <li>• Committee decided to go ahead and hire Rick Stumpf if at same price as last year.</li> </ul>	Judy to send around request for proposal before sending out
Topic #4	Auction <ul style="list-style-type: none"> <li>• Auction animal offered to Platinums only</li> <li>• Herdsires requested of Platinums. We want 12 animals. Decided if Platinums do not come up with 12, we will drop to Gold to look for remainder.</li> <li>• Agreed to hire Ursula to be auction consultant for 2 hours pre-auction.</li> </ul>	None
Topic #5	Seminars <ul style="list-style-type: none"> <li>• Agreed to keep seminars at a low expense.</li> <li>• Some offerings already by Sugarloaf Mill, Steve Purdy, John Ferrante (pasture), etc.</li> <li>• Agreed to see if Roo Kline would do her fiber classes and if so, what price.</li> </ul>	None

	<ul style="list-style-type: none"> <li>• Not sure if John or Pat Hamilton will coordinate</li> </ul>	
Topic #6	<ul style="list-style-type: none"> <li>• Marketing <ul style="list-style-type: none"> <li>- Expenses discussed. Committee feels that we can't spend as much as we did last year</li> <li>- Judy will see what a radio only solution would cost</li> <li>- Need to check out Kings dominion sign for show promotion.</li> <li>- Agreed to do lots of AOA blasts to get exhibitors in.</li> </ul> </li> </ul>	<p>Follow up on radio costs. Check with Pam at venue on what gives them the best bang for the buck.</p>

Next meeting July 17 at 7pm



## 2013 VAOBA EXPO Halter and Spin Off Show Estimated Bu

Revenue	Budget
Stall sales (paid, not include sponsor) \$175*180	\$31,500
Less VAOBA fee reduction of \$50/farm * 30	-\$1,500
Farm Sponsors 12 Plat, 5 gold, 5 silver, 8 bronze	\$27,400
Less discount for early pmt max amount	\$0
Non-AOBA mbr fees (\$80*10)	\$800
Halter entries (includes AOBA fee) 400*\$56	\$22,400
Production entries breeders best 3 (5*\$26)	\$130
Vendor booth fees (\$250 * 20)	\$4,000
Misc.. Show Program Ads	\$100
Corporate Sponsorships (2 @ 250, 2@500, 1@750)	\$2,250

Photography entries (20 x \$10)	\$200
Fiber Arts entries (15 x \$16)	\$240

Spin-Off entries (80 * \$34)	\$2,720
Spin-Off postage (\$10*20)	\$200
Fleece show entries (100pd * \$36)	\$3,600
Cottage Fleece entries (15 * \$36)	\$540

**total** **\$94,580**

Saturday Night Meet and Greet/Auction not included in this budget	
Gross estimates:	
Food: 200 * \$20/head	\$4,000
Herdsire catalog - 250 copies (smaller catalog)	\$200
Printing supplies for foam boards	\$250

\$4,450

### Budget - based on 400 registered alpacas, Level 3

Expenses	Budget
Rental space	\$10,000
stalls	\$11,250 higher with more stalls
Table/chair/podium/cones rental/radios	\$1,200
Other rentals: 2 portable sound systems	\$190 bang music
Security (night guard duty) 28hrs * 12/hr	\$318
Drapes for 2 rings	\$1,750 Exhibits Inc.
Table coverings	\$255
Halter Show Super (fee, hotel 3 nts, supplies)	\$3,350
cardboard chips	\$4,435 Airlite (570 bags)
Carpet: Add'l for Aisles	\$1,500
Dumpsters & water	\$500
Electric 120 (farms and vendors) *\$20	\$2,400
plastic sheeting 9 rolls x \$74/roll	\$900
other show rentals if required	\$500
Expo Event Coordinator fee, 2 nights, mileage	\$5,200
Judge: Timmerman (fee, transport, 2 nights)	\$3,500
Judge: Klay - (fee, transport, 2 nights)	\$2,500
Spin Off judging (80 * \$12)	\$960
Spin Off Superintendent, 2 stalls/\$500/ 3 hotel	\$737 spin off total 2677
Spin Off ribbons	\$300
Spin Off expenses (postage, etc)	\$200
Spin Off AOBA fee (80*6)	\$480
Barn manager Set-up fee	\$1,000
Concierge position (4 nights hotel)	\$200
Photography ribbons	\$100
Fiber arts ribbons	\$100
Class List printing	\$250
Manual Labor set up and tear down	\$1,000
Announcer fee(644) plus 2 nights hotel	\$801
AOBA email blasts (9)	\$600
Future Farmers donation for help unloading	\$750
Sponsor gifts	\$1,000
Judges choice gift	\$400
Little Mr/Miss & Mr/Miss VA OBA bonds	\$1,500
Postcards, flyers, invitations	\$300
Office Supplies & postage	\$200
Misc. Show supplies	\$500
Decorations	\$200
Show Program layout & Printing (Able Pub)	\$2,400 200 COPIES
Show Photographer	\$2,000
AOBA fees - halter (400*6)	\$2,400
AOBA fees - non member (80*10)	\$800
AOBA Certification fees (halter)	\$400 for fleece and halter
Exhibitor bags	\$400
Seminar/speaker expenses	\$1,000
Roo Kline Fiber mini-seminars 2nts + mileage	\$2,500 Are we doing this?
Outside Marketing - TV & radio	unknown

Online Registration Service/Thompkins	\$800
ARI Color cards (2)	\$40
Lunch - 2 days (judges & staff, as contracted)	\$150
Signage	\$200
Veterinary stipend (1,000) plus 2 hotel rooms	\$1,200
Halter Ribbons	\$4,000
Event Insurance	\$460
Fleece show judge plus hotel	\$2,432 U. Munro
Fleece show superintendent est. plus expenses	\$1,200
fleece/cottage fleece show ribbons (estimate)	\$600 Fleece/cottage fleece
Fleece show supplies	\$100 subtot 3967
<b>Total Expenses</b>	<b>\$84,408</b>

## Expenditures

Date	visa or check #	Amount	Paid to
winter 2014	check	\$500.00	Sue Ives
	Apr-14 check	\$2,500.00	Meadow
	5/1/2014 check	\$3,750.00	Light Livestock

For what

dep. Superintendent

contract deposit

1/3 downpayment - stalls