

VAOBA BOARD Meeting
Minutes – Oct. 13, 2014

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

Meeting Called to Order at 7:08 p.m.

Minutes – Glen makes the motion to accept the Sept. 2014 minutes – Debbie seconds - all in favor – motion carried.

Treasurer – Glen provided the attached reports for the meeting. Donna makes the motion to accept the Treasurers Report – John seconds – all in favor – motion carried.

Education Committee – no report.

Fiber Committee – Kimberly Pollay provided Eric with a list of members. Carolyn Gray, Jaime Evans, Valerie Morris, Carolyn Evans, Andre Cote and Katie Doyle

Marketing & Membership Committee – no report.

Website Committee – see attached report. No one had any questions.

By Laws Committee – John is working on the by laws. Pat provided him with the wording for the amendment that was approved in June 2014. The amendment was on the election ballot.

Show Committee –

OLD BUSINESS -

1- Judy sent out the email and asked that we approve the advertising for the show.

Debbie asks if the flyer went out for approval for advertising the show. Pat said that she sent it to Eric and Ed for printing because time was short so they could print them to hand out at the Field Days of the Past.

Eric asks if Donna and Judy have an idea of the cost for the meet & greet.

Donna says we are not giving sponsor gifts. That will be a cost savings. Eric asks Debbie if she has reviewed the costs for radio and TV advertising. Debbie says that it is important that the advertising be done in the time when people are traveling to and from work.

John says that there are 2 line items in the show budget for advertising. Glen explains that Judy

proposes that we do just one of radio advertising. Randy looked up the counties that were covered by each radio station. The country music station had twice as much coverage as the other stations on the list.

Debbie suggests a post show survey with 5 questions in it for the vendors to answer.

Glen wants to keep it simple. The FFA youth will man the entrance door and ask people how they found out about the show. Glen will follow up and provide us with the information they gather.

Donna makes a motion that we put advertising in the budget – Debbie seconds – all in favor – motion carried.

NEW BUSINESS -

1- Patty Fuller asks if we want to do the neonatal clinic in February 2015. Debbie thinks we have enough neonatal clinics in Virginia. Glen agrees with Debbie. Debbie makes a motion that we NOT have a neonatal clinic this year – Glen seconds – all in favor – motion carried.

2- The vet school at Va Tech asks if we are interested in a Castration Seminar. John makes the motion that we send out an eblast – Donna seconds – all in favor – motion carried.

3- Debbie talked to David Anderson at UT about a

seminar called 'Emergencies on your Farm'. He gave her a price of \$500 for the day plus expenses. Glen suggests that everyone send their ideas to Pat before the next meeting.

VOTES DONE VIA EMAIL:

10-28-14: Pat makes the motion that we have the Mr & Miss VAOBA at the VAOBA EXPO and reduce the prize amount to \$100 for Mr & Miss and \$50 for Little Mr & Miss. Ed seconds – motion carried.

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

Meeting adjourned at 7:41 p.m.

Next Meeting will be Monday – November 3, 2014

Virginia Alpaca Owners & Breeders Assoc.
Reconciliation Detail
Wells Fargo (main), Period Ending 09/30/2014

Type	Date	Num	Name	Clr	Amount	Balance
Beginning Balance						34,082.23
Cleared Transactions						
Checks and Payments - 8 items						
Check	09/05/2014	draft	AT Conference	X	-16.70	-16.70
Check	09/08/2014	draft	Mure Media	X	-90.00	-106.70
Check	09/08/2014	draft	Mure Media	X	-57.00	-163.70
Check	09/11/2014	draft	Bankcard	X	-100.40	-264.10
Check	09/11/2014	draft	Bankcard	X	-83.41	-347.51
Check	09/11/2014	draft	Bankcard	X	-76.22	-423.73
Check	09/16/2014	draft	Godaddy.com	X	-58.28	-482.01
Check	09/16/2014	draft	Constant Contact	X	-40.00	-522.01
Total Checks and Payments					-522.01	-522.01
Deposits and Credits - 16 items						
Deposit	09/01/2014			X	1,256.00	1,256.00
Deposit	09/03/2014			X	100.00	1,356.00
Deposit	09/03/2014			X	1,500.00	2,856.00
Deposit	09/05/2014			X	2,117.00	4,973.00
Deposit	09/06/2014			X	76.00	5,049.00
Deposit	09/08/2014			X	653.00	5,702.00
Deposit	09/10/2014			X	2,715.00	8,417.00
Deposit	09/14/2014			X	184.00	8,601.00
Deposit	09/18/2014			X	470.00	9,071.00
Deposit	09/23/2014			X	92.00	9,163.00
Deposit	09/24/2014			X	399.00	9,562.00
Deposit	09/24/2014			X	2,067.00	11,629.00
Deposit	09/25/2014			X	172.00	11,801.00
Deposit	09/26/2014			X	172.00	11,973.00
Deposit	09/28/2014			X	40.00	12,013.00
Deposit	09/29/2014			X	748.00	12,761.00
Total Deposits and Credits					12,761.00	12,761.00
Total Cleared Transactions					12,238.99	12,238.99
Cleared Balance					12,238.99	46,321.22
Uncleared Transactions						
Deposits and Credits - 4 items						
Deposit	09/30/2014				30.00	30.00
Deposit	09/30/2014				30.00	60.00
Deposit	09/30/2014				76.00	136.00
Deposit	09/30/2014				357.00	493.00
Total Deposits and Credits					493.00	493.00
Total Uncleared Transactions					493.00	493.00
Register Balance as of 09/30/2014					12,731.99	46,814.22
New Transactions						
Checks and Payments - 1 item						
Check	10/02/2014	draft	Mure Media		-160.00	-160.00
Total Checks and Payments					-160.00	-160.00
Deposits and Credits - 4 items						
Deposit	10/01/2014				40.00	40.00
Deposit	10/02/2014				1,135.00	1,175.00
Deposit	10/03/2014				100.00	1,275.00
Deposit	10/04/2014				76.00	1,351.00
Total Deposits and Credits					1,351.00	1,351.00
Total New Transactions					1,191.00	1,191.00
Ending Balance					13,922.99	48,005.22

8:11 PM

10/05/14

Virginia Alpaca Owners & Breeders Assoc.
Reconciliation Detail
Wells Fargo (show), Period Ending 09/30/2014

<u>Type</u>	<u>Date</u>	<u>Num</u>	<u>Name</u>	<u>Clr</u>	<u>Amount</u>	<u>Balance</u>
Beginning Balance						6,187.97
Cleared Transactions						
Checks and Payments - 1 item						
Check	09/24/2014	draft	ARI	X	-200.00	-200.00
Total Checks and Payments					-200.00	-200.00
Total Cleared Transactions					-200.00	-200.00
Cleared Balance					-200.00	5,987.97
Register Balance as of 09/30/2014					-200.00	5,987.97
Ending Balance					-200.00	5,987.97

Show Committee Report to Board

Report Date: September 30, 2014

Committee: Show – Minutes of meeting

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

Report Submitted by: Judy Howe

540-604-4914

Topic	Discussion	Action
Committee Meeting Sept 2nd. Start time: 7:30 pm and adjourn 8:30 pm		
Topic #1	<p>Radio Marketing</p> <ul style="list-style-type: none"> • Discussed Star Radio proposal for their 3 week plan on the country station WFLS out of Fredericksburg (39 spots \$3,052) and the 2 week proposal with WFLS & 'The Rock' (28 spots for \$2,958) • Discussed pros and cons of using them, or the other company out of Richmond. • Good idea to have the FFA kids do a survey on Saturday of people coming in the door to see where they heard of the show. We need to know if advertising works at all. This will allow us to do some research at a minimal cost. Last 2 years we spent \$6K and \$9K respectively. Going to ZERO is not going to help us. • If we do not advertise, THEY WILL NOT COME. We might as well not have vendors. 	Please consider going with the Star Radio proposal
Topic #2	<p>Spin Off</p> <ul style="list-style-type: none"> • Extended the spinoff 5 days to today. • Pat did extra eblasts on constant contact • As of this afternoon, we have 84 Spinoff and 104 halter entries. We're doing well this far out. 	
Topic #3	<p>Seminars</p> <ul style="list-style-type: none"> • Les Fuller will not be at the show so cannot have him do his seminar. • John has looked at the physical space and is coming up with plans 	
Topic #4	<p>Auction</p> <ul style="list-style-type: none"> • Melanie is starting to contact vendors for silent auction items • Donna and Judy will look into the catering 	

Website Committee Report to Board

Report Date: September 24, 2014
 Committee: Website – Minutes of meeting
 Members in Attendance to show committee: Donna Higgason, Pat Hamilton and Judy Howe
 Report Submitted by: Donna Higgason, 804-366-6926

Topic	Discussion	Action
Committee Meeting Sept 24 th . Start time: 6:35 pm and adjourn 7:10 pm		
Topic #1 VAOBA Site	<ul style="list-style-type: none"> There was a broken link on the site that was pointed out by Ed Fincher The “We Need You” for committees was not up to date with the Chair of each committee It was noted at the Board Meeting that Blogs were being posted on the Website and no moderator has been assigned to watch blogs 	<p>Removed on 09/24/2014 by Hazen</p> <p>Updated By Donna 09/22/2014</p> <p>Hazen was contacted and no blogs or comments are allowed until further notice to Hazen. We are getting a price from MureMedia on the cost to moderate the VAOBA site</p>
Topic #2 VAOBA Expo Site	<ul style="list-style-type: none"> A printout flyer was requested by Ed Fincher that could be printed out and given as handouts Judy was asked to upload a Permission to Show form on the site 	<p>Ad made by Donna on 09/15/2014 and submitted to Eric and Ed via Pat Hamilton. Ed responded that ad was okay and this was uploaded to site on 09/25/2014.</p> <p>Uploaded by Judy on 09/25/2014</p>
Topic #3 Joining Groups And joining VAOBA	<ul style="list-style-type: none"> Discussions of joining groups and adding friends How to join and renew memberships 	Sent Hazen an email to change word register to join
Topic #4 Auction	<ul style="list-style-type: none"> How to enter animals for the herdsire auction and enter animals in the auction 	Contacting Debbie Harden About how to load the animals info on the website or redirect to Silver Penn Site