



Board of Directors Meeting Minutes

August 1, 2018

Present: Mary Forte – President
Glen Kirby – Treasurer
Donna Higgason – Director At Large
Donna Atkins – Director

Mike Engle – Vice President
Brenda Landes – Secretary
Elaine Simpson – Director

Guests: Judy Howe – Show Coordinator

Dave Grembi – Education Committee

1.0 Meeting Opening:

- 1.1 A meeting was held via telephone conference call and commenced at 7:02 PM. Mary Forte called the meeting to order.
- 1.2 Roll was called.

2.0 Business:

2.1 Meeting Minutes.

- 2.1.1 Donna made a motion to approve the Annual Meeting Minutes of June 9, 2018 and the minutes of the June 27, 2018 meeting. Mike seconded the motion. All approved.

2.2 Treasurer Report.

- 2.2.1 Glen will send May treasurer's report to BOD for approval via email.
- 2.2.2 No substantive changes but the since it's currently August 1, no report available until today and Glen didn't have time to send out.

2.3 Secretary Report.

- 2.3.1 Nothing to report.

2.4 Miscellaneous.

- 2.4.1 Committee communications needs to be coordinated since one committee doesn't know what the other is doing. Committee liaisons need to get on the phone together each month prior to each BOD meeting.

2.5 Education & Show Discussion/Report.

- 2.5.1 Dave joined the call at 7:14 PM.
- 2.5.2 Report from Show Committee meeting of July 18, 2018 attached.
- 2.5.3 Report from Education Committee meeting on July 26, 2018 attached.
- 2.5.4 Dave reported that with new organization and new leadership, there are some growing pains and there's a need for enhanced coordination. Dave and Judy Howe discussed collaboration between Show Committee and Education Committee relative to the show.
- 2.5.5 Mary brought up Elaine's idea to do something different for young people. It's extremely important for VAOBA to have a focus on kids.

- 2.5.6** Elaine spoke to Chanel Hammer about the reason Performance or Obstacle Course isn't feasible. Most of the alpacas are not registered and don't have the health BVDV; and they would need CVI's.
- 2.5.7** Chanel has interest in teaching kids about alpacas – this could include selfies and a basic intro to alpacas for children. Let's create a "kids corner" for all day activities with a banner. Donna mentioned making it carnival-like with selfies, face painting, felting (felted ornament for Christmas?), teaching how to show in the ring, working with alpacas, showmanship, etc.
- 2.5.8** Chanel is on the Show Committee. She has volunteered to coordinate a kids event. Have Chanel work with Elaine on the Education Committee.
- 2.5.9** Melissa Mills' 4H group is interested in volunteering at the show.
- 2.5.10** Judy Howe indicated that the VT veterinarians may also be able to do something for children as well as adults?
- 2.5.11** Can we have regular schedule and kids schedule in the Show Book?
- 2.5.12** We need to publish in social media and eblasts.
- 2.5.13** Mike suggested that a liason from each committee (other than a Board member) be present at each Board meeting. It would also help for liasons to stay in touch with the Board via email.
- 2.5.14** Donna asked if the kids portion should be a part of the EXPO, or if it should be separate. We're there to do a job, it's business. Does it take away from the main event?
- 2.5.15** How can we draw more people into the event. Mike mentioned the Cheyenne, WY Rodeo. What about an event that features a local band? He spoke to Doug at WRIR radio to see what would be entailed in doing something like that – more exposure?
- 2.5.16** Elaine - Who do we sell to? New people. People that are bringing their kids. They are buying animals. We need traffic.
- 2.5.17** Dave – Bringing general public into show enhances other opportunities for bigger business model that will allow the industry to thrive.
- 2.5.18** Donna suggested an agricultural weekend. Harrisonburg, Lexington, with more hands on. This would be more of a fair like atmosphere with education. Children from more rural areas. Richmond city kids aren't going to go away thinking to purchase alpacas.
- 2.5.19** Mary supported the idea of an agri-fair. The Education Committee could work on this separately. She thinks we still need to do something for kids at the show. We have people willing to work on this. She'd love to have a junior handling class. It won't cost us anything. It will round the show out.
- 2.5.20** Judy said we should do something at the show and in the spring.
- 2.5.21** Elaine – Wisconsin show had a "Dancing with the Alpacas" event or "Wine with Alpacas". Bold Rock does tastings and promotions for their flavors (hard cider) and they have a liquor license. Happy Hour, hor d'ourves, band, social, etc. 5 – 7 PM. Sell tickets.
- 2.5.22** Judy indicated that we need to check with insurance. Why? We've had alcohol with Herdsire Auctions.
- 2.5.23** The Board charged the show and education committees to work on these ideas and report back. There's a lot to do.
- 2.5.24** Show Committee in general is working on Silent Auction. So far, there's no coordinator. Everyone should be looking for donations for all aspects of the auction.
- 2.5.25** Should we try a Raffle? We've done it before – carder, a scale, and fleece spinner. Can we get a good price from Light Livestock? This all falls to Show Committee.
- 2.5.26** Judy brought up the show carpet that we have in the storage facility. VAOBA pays almost \$1000/year to store. Judy indicated that if we have a storage trailer, we could park it at the venue. 6' and 12' wide carpets. Donna Atkins has covered trailers and tractor trailer rigs that she is willing to provide free of charge. After show, carpets are blown and rolled. They could be placed directly in trailer for storage by Donna.

- 2.5.27** \$1000 donation to FFA was discussed. It may limit our ability to get additional volunteers. What if there are others who want to volunteer? They've been constant, and the donation goes to Massaponix HS. Can we divide that amongst groups? What about the 4H groups? Bonnie Kittrell or Melissa Mills? Mary requested that the Show Committee keep this discussion going and present something to the Board.
- 2.5.28** Judy indicated that there is a need beyond the FFA; adults to be ring stewards; adults to supervise; would be good to have volunteer coordinator. There will no longer be inmates to help.
- 2.5.29** Mike contacted Dr. Kaplan about doing a seminar and asked who he should talk to. Mary suggested he discuss with the Education Committee, and then Finance.
- 2.5.30** Elaine asked if there's an advertising budget? Not really. What about Kings Dominion neon sign? Dave's friend who produces the television farm show may be able to edit a clip we have. We all need to post to our FB pages.
- 2.5.31** Glen did an informal survey at the door several years ago where we had purchased radio ads. Almost no one learned about it from radio. It was word of mouth.
- 2.5.32** Judy will get in touch with AOA to see what support they will provide. AOA may do more for us if we reach out to them. We need to create a working relationship between AOA and VAOBA. They have a marketing department. Mike will make contact and work with Judy to get their help.
- 2.5.33** There's supposed to be a monthly AOA / State meeting. Let's get up-to-date with AOA.

1.0 Adjournment.

- 1.1** Donna made a motion to adjourn the meeting. Mary seconded the motion. Meeting was adjourned at 8:24 PM. Next BOD meeting will be Wednesday, September 5, 2018 at 7 PM.

Respectfully Submitted by Brenda Landes, VAOBA Secretary

VAOBA Education Committee

Minutes from July 26, 2018 Meeting

Members Present: Elaine & Preston Simpson, Janis Conlon, Brenda Landes, Teri & Dave Grembi

1. **Approval of June Minutes.** The Committee approved the June minutes.
2. **2018 Educational Programs for Members.** The committee discussed educational opportunities for the Fall of 2018 and recognized that Char Johnson has a popular fleece seminar and is potentially available in September. The committee discussed potential dates, location, pricing, and other specific details of the possible seminar.
 - a. **ACTIONS;**
 - i. The committee requested that Dave contact Char for more detailed information regarding her availability and the specific structure of her seminar.
 - ii. The committee may write a draft message to the membership describing the event and asking for a show of interest. To be decided.
 - iii. Janis Conlon and Mary Forte have expressed interest in having the event at their farms, as well as possibly using the VAOBA education grant. Brenda will give the BOD a “heads up” that a grant may be requested.
3. **Education events at the VAOBA Show in December.** The committee discussed the upcoming show and felt it important to attract more general public to the event in an effort to generate awareness of alpacas and the alpaca industry. Topics/events such as Alpaca 101 for families, and children’s education activities like painting a picture of an alpaca, etc. were discussed. In addition, it was noted that the Show Committee was also recruiting speakers for seminars at the show. The Education Committee was unaware of this and would like to get more information regarding potential events the Show Committee is planning in order to reduce duplication of efforts and better coordinate the educational aspects of the show.
 - a. **ACTIONS:**
 - i. Janis will follow up with Judy Benson.
 - ii. Brenda will follow up with the Show Committee Chairperson at the upcoming BOD meeting.
4. **Next Meeting.** The Committee will meet again following feedback from Char Johnson.

2018 VAOBA Membership list
(updated 8/1/2018)

Mike/ Glo Engle	Shady Brook Farm Alpaca
Doug/ Bonnie Kittrell	Double 8 Alpaca Ranch
Laurie Crossman	Laurel Springs Farm
M Gail Macik	Magic Springs Farm
Nicole Phillips	Meadowgate Alpacas
Chanel Hammer	Little Quarry Run Alpacas
Shannon & Amy Mishey	Bluegrass Alpaca Ranch
Susan & David Rabern	Shenandoah Fiber Mill
Brenda Landes & Mark Edmonds	Man in the Moon Farm
Jeanne & Michael Wilson	Crimphaven Alpacas
Judy Howe/ Sue Hammer	Wildwood Alpacas
Wendy Beatty	Coreys Alpacas
Donna Atkins	Broad Creek Alpacas
Central Hill Alpacas	The Gilmores
Helen Hickson	Treetop Farm
Laura Hineman	Fox Fire Farm
Kenneth Chatham	Gwynnedale Alpaca
Melissa Mills	Walnunt Haven Farm
Elaine Simpson	Hilltop Hideaway
John Conlon	Ridge Valley Alpacas
Glen Kirby	Bay Shore Alpacas
Va Alpaca Group	Virginia Alpaca Group
Donna Higgason	Clearview Alpaca
David Grembi	Point of View Alpacas
Brenda Breedlove	Ashland Alpaca West
John/ Michelle Roppel	Tree Frog Farm
Boogie/ Beth Atkins	Elite Alpacas
Gary/ Barbara Hoffman	Red Barn Farms
Denise Price	Pyramid Alpacas
Michael Dennis	Gowen Baroque Alpacas

Show Committee Report

Meeting Date: July 18, 2018

Committee: Show – Minutes of meeting

Members in Attendance to show committee: Judy Howe, Patty Fuller, Donna Higgason, Mary Forte, Gale Macik, Donna Atkins. Absent: Jenny Gilmore, Chanel Hammer, Brenda Landes

Report Submitted by: Judy Howe

540-604-4914

Topic	Discussion	Action
Committee Meeting July 18. Start time: 7:00 pm and adjourn 8:30ish pm		
Topic #1	<p>Updates</p> <ul style="list-style-type: none"> A third show has made an appearance for fall. Mary Reed is doing another Buckeye in the fall as well as her spring one. Hers will be in November the weekend following Empire. Long discussion with Jon at Light Livestock. He will do our stalls for same price but discussed that he had sold a lot of stalls, and can't do huge shows anymore. Looking to buy business, or get out. He will not do contract for at least another month. Question to board, did the board approve the show budget that was sent to them before the annual meeting. Answer was no, please resubmit with updated info. Silver Penn Sales has been engaged to do the auction with Brett Kaysen. Event will take place Saturday at lunch. 	Judy will resubmit budget with some updated info.
Topic #2	<p>Marketing</p> <ul style="list-style-type: none"> Mary got a reduced rate for half page ad from Alpaca Culture. Ad needs to be done by Aug 1 Lots of discussion about having a SHOW LOGO and using it in all promotions both paper and electronic. Mary wanted to use Selle Design group. Ended up with Judy using Able Publishing to do both. Half page ad also for Alpacas mag. Discussion about using radio to bring in public. Need to pursue that more and get prices. 	
Topic #3	<p>Registration details</p> <ul style="list-style-type: none"> Discussed prices on all aspects of show. Will keep stalls the same price. Will keep early bird for halter, walking fleece and fleece shows, but do away with the buy 3 get one free approach to fleece events. Halter and walking fleece \$46/\$56, stalls \$175, spinoff \$30/34, fleece \$38/\$42 Cottage fleece \$30, fiber arts \$15 Mail back fleece \$15 first, subsequent \$8 	
Topic #4	<p>Other</p> <ul style="list-style-type: none"> We would like to do a photo contest, ask Laurie Crossman if she would be in charge May be more interest in youth events this year. Need a youth coordinator. Maybe Chanel? 	
	- Next meeting in August	

July Treasurers Report Detail

8:43 PM

08/10/18

Virginia Alpaca Owners & Breeders Assoc.

Reconciliation Detail

Union Bank & Trust, Period Ending 07/31/2018

Type	Date	Num	Name	Clr	Amount	Balance
Beginning Balance						35,629.07
Cleared Transactions						
Checks and Payments - 5 items						
Check	06/10/2018	2011	Brenda Landes	X	-163.50	-163.50
Check	07/07/2018	2014	Fox Wire Farm	X	-50.00	-213.50
Check	07/11/2018	draft	Constant Contact	X	-20.00	-233.50
Check	07/17/2018	2015	Alpaca Culture	X	-424.00	-657.50
Check	07/18/2018	draft	Openherd	X	-199.00	-856.50
Total Checks and Payments					-856.50	-856.50
Deposits and Credits - 4 items						
Deposit	07/03/2018			X	240.00	240.00
Deposit	07/07/2018			X	850.00	1,090.00
Deposit	07/12/2018			X	96.80	1,186.80
Deposit	07/17/2018			X	96.80	1,283.60
Total Deposits and Credits					1,283.60	1,283.60
Total Cleared Transactions					427.10	427.10
Cleared Balance					427.10	36,056.17
Uncleared Transactions						
Checks and Payments - 1 item						
Check	06/10/2018	2009	John Conlon		-57.34	-57.34
Total Checks and Payments					-57.34	-57.34
Total Uncleared Transactions					-57.34	-57.34
Register Balance as of 07/31/2018					369.76	35,998.83
New Transactions						
Checks and Payments - 1 item						
Check	08/01/2018	2016	Mary Forte		-62.00	-62.00
Total Checks and Payments					-62.00	-62.00
Total New Transactions					-62.00	-62.00
Ending Balance					307.76	35,936.83

VAOBA Website Committee
August Committee Information

Updated the Member List
 Updated the Youth Page with Some information for the Expo
 Updated the Resources Tab
 Added the Toxic Plants
 Called the Veterinarians on the List to make sure they still practice on Camelids

Judy updated the Show Sponsors and the Show information

Thanks
 Donna and Judy