

**Alpaca Breeders of the Rockies
Board of Directors Meeting
January 16, 2008**

Present: Carl McGill, Lynn Boak, Becky Zierer, Suzy Rosenkranz, Tom Costner, Ron Hinds, Beth Blonder, Denise Haines, Ann Danielson, Jody Sharp

Meeting call to Order

Carl McGill

The meeting via phone conference began at 6:00 PM.

Item 1. Approval of Minutes

Jody Sharp

Lynn Boak made a motion to approve the December minutes after suggested corrections were made. The motion was seconded by Beth Blonder. The motion was passed with a unanimous vote by all board members.

**Item 2. Treasurer's Report
2007/2008 Budget update**

Ann Danielson

See attached budget report.

Ann will send out actuals soon.

Ann will speak with Lucy and decide what to do with our CD, because these funds may need to be moved. She will report back to us at the next meeting.

Cash – Carl said that we would like to keep 1-2 years operating expenses in reserve for unexpected events. Operating expenses include Hoberts, membership services, and website maintenance. Lynn asked how much a year's operating expenses would be. Ann will check into this.

Tom would like a line item for unexpected marketing events. He said that we should also market ourselves throughout the year, beyond the 2 shows. Typically marketing is kept as a line budget item.

Carl asks that Tom to redo this year's budget to reorganize it so that we can function better this year. Ann will get the current budget information to Tom. The total budget has already been approved so we can move money around as needed.

Item 3. Old Business

1. AOBA reporting

Ron Hinds

Ron has sent a full report to Gordon Anderson at AOBA and received a conformation from him that the report was received.

We need to keep our website up to date because AOBA is taking information from affiliate web sites. They are giving affiliates a year to catch up. ABR is one of the few websites who are current on their reports to AOBA.

Follow up on show paperwork

Ann Danielson

Ann will be working on this.

2. Vote on Bylaws

Carl McGill

Thanks to everyone for working with Kim to get the bylaws cover letter done. We should be set to send out bylaws for vote.

3. Past President position description

Becky Zierer

Becky is working on position descriptions.

Silent Auction Policy Statement

Not completed.

4. Drawings at quarterly meetings

Ron Hinds

Do we want to continue to have drawings at the quarterly meetings? Becky said that the members seemed to enjoy the drawings and it may be an incentive for more members to come to the meetings. Ron, Jody and Becky will get together to work on a drawing for the next meeting.

5. Tac Tile update

Becky Zierer

Becky will get with the Fiber committee to see if we want to join this. The new Fiber Committee has not had a meeting yet.

7. Nationals at SLC

Tom Costner

No report yet. After F2F Nationals, Tom will talk with them. Carl will also talk to them while he's at F2F and try to get communication going.

Lynn will attend GIRCOM meeting at F2F and also report back to us.

8. AFCNA Clip Collection

Carl McGill

Carl asked if we want to work with AFCNA as a collection point so that the members can save money on shipping their fleece to AFCNA. There was discussion on how to get this accomplished this year. Carl suggested that members could bring fiber to the quarterly meeting and we could get it down to Mora by the end of February. Tom suggested that fiber be taken to the ABR storage unit for collection. Suzy volunteered to talk to one of co-chairs on fiber committee to see if they will coordinate this and send a message to membership about how this would be coordinated.

It was decided that, due to the time limits this year and lack of time for organization; this will be put on the agenda and set up for next year.

Item 4. New Business

1. Shows 60/40 - member input

Carl McGill

Carl asked that we get membership input. It was felt that our members need more information about this option for judging our shows. Beth will contact one of our judges and ask them to do a presentation for membership at the February meeting for a half hour before lunch. An ABR policy will be made by the BOD.

2. Board Retreat

Ann Danielson

Ann will reserve a venue for the 2008 ABR BOD Retreat. The retreat will be in conjunction with the BOD meeting on Feb. 18th or 19th. She will email the BOD to let

them know where the retreat will be held. This will be a full day meeting for all board members.

3. Rose Bowl Parade

Carl McGill

See the attached Rose Bowl float information from AOBA. Carl asked if ABR wants to participate in raising money for the float. Tom and Becky expressed concerns about lack of organization thus far for this event by the AOBA committee. There was discussion on how many people we would reach and also how we could raise funds. Tom reported that we need to have money collected for the float by August of this year. He asked that someone on the ABR Shows & Events committee head up an ABR Rose Bowl Committee. Becky is working with AOBA and is charged with doing the budget. Tom will call Kim DeVos and work with Beth and Becky to get information from AOBA to the ABR membership. Becky and Carl recommended that ABR support this.

Tom Costner made a motion that ABR participate in the funding of the AOBA float for the 2009 Rose Bowl parade. Denise Haines seconded the motion and it passed by unanimous vote of the board.

Item 5. Officer Committee Reports

President

Carl McGill

Affiliate Congress/F2F

Carl will attend the Affiliate Congress meeting and the ARI committee meeting while he is in Las Vegas for F2F. He will report back to us at the next BOD meeting. He will not be on the Affiliate Congress committee after January.

Carl's name will be on the ARI ballot. He does not see any conflict between ARI and ABR and if he is elected to serve on the ARI board, he will not need to step down from the ABR board.

Animal health committee

Carl talked with Sara Jane and informed her about how the board decided to spend our health dollars and also passed on our expectations as per the discussion at the last meeting. She responded positively. Becky will work on putting deadlines in the ABR funding policy for the health committee.

Vice President

Lynn Boak

Long Range Planning

There will be a transition meeting with Kim. Nothing has been done yet.

Government relations

Lynn has not talked to Brenda Gallagher about the GRC yet.

Carl will put the ABR Library on the agenda for February.

Secretary

Jody Sharp

Storage area update

Jody reported that new heavier shelving has been purchased and installed in the storage shed and the storage area has been organized. Volunteers unloaded the Fall Fest items from Jane and Clyde's trailers.

Communications

Denise Haines

Newsletter Committee

Lynn Boak has offered to be our new editor for the Paca Parade. She will be helping get the March issue together. They will discuss having a hard copy. They will request Tom's expertise in this area.

This needs to be on the agenda for the retreat. We need to discuss advertising in the newsletter.

Website Committee

We are done with project 2 online. Ron has not yet put together the 2008 membership to post online. We have not gone live yet. Online registration is not yet operational.

Amy is getting started with Project 3, the bulletin board. Denise will send copy of projects 1, 2, and 3 to all board members.

Suggestions for the website included the following:

Tom asked if the public could see the proposed budget, which is currently available only to members.

Update with names of our current ABR officers.

Add minutes to the website after they have been officially approved.

Put a summary of minutes up before the official minutes go up.

Have minutes out and voted on by 2 weeks. Feedback needs to be back within 48 hours of distribution.

Two years of minutes should be posted. The 2006 minutes are already up. Jody will get the 2007 minutes from Diane and send them to Denise for posting.

Education

Suzy Rosenkranz

Education Committee

We have 12 people signed up for the Eric Hoffman Seminar, 13 for the Color Compliance Class for GWAS and 2 for the Neonatal Class.

We have a full year of programs scheduled and in place.

Suzy will send out calendar of events to all BOD members.

Marketing

Tom Coster

Marketing Committee

Tom will bring some advertising flyers to the ABR meeting for members to pass out as publicity for the GWAS show.

Tom met with Barb Dedecker about the Fiber Arts Fiesta at GWAS. Tom suggested that we have a person to do fiber seminars for next year to draw in the cottage industry. He asked Barb to give him a business plan before the next meeting, so he can advertise for it. He doesn't spend marketing dollars if he doesn't have a business plan. Carl requested a format for a business plan for members.

Tom has an ad in the events calendar for Spin-Off Magazine

Any printed communication needs to come through the marketing committee. The Marketing Committee is not going to do creative design within the committee. He will hire people to provide updated graphic design for our marketing. Tom said the Marketing Committee needs to focus on strategies. The marketing committee is running ads in several magazines for GWAS.

Becky asked if Tom was going to work with the Show Committee to put these plans together. Tom said that if the Show Committee plans an event and they want attendees, they need to let the marketing committee know what they need so that a budget can be established for that event.

NWSS

There were 2500 pieces printed to hand out at NWSS for advertising GWAS.

Membership

Membership Committee

Farm members 116 Business members 7 Associate Members 3

The deadline for membership has been extended to Jan 22nd to be in the directory.

Ron will change the data base online to reflect the 2008 membership.

Ron Hinds

Shows/Events

Fall Festival wrap up

The Fall Fest wrap up meeting was held at Jane Levine's house. It was felt that the show was a big success. We presented a much classier show and the budget came in near what it has been in the past even though judging expenses have increased. Jane Levine volunteered to serve as event leader again next year. She already has 2 judges in place, David Barbosa and Wade Geese. A Halter Super has not yet been selected.

Beth Blonder

Jody Sharp

There were a few issues:

Parking – We will work closer with The Ranch to establish acceptable parking lots for the public.

Suri Fleece awards were not presented in public by the judges. This will be done from now on.

Ribbons – We want bigger ribbons, championship banners and have the same size ribbons for fleece and halter. Another color ribbon for Specialty Awards is needed (not just another blue).

The Fleece Show needs longer volunteer time increments and a training class for volunteers.

It was suggested that we extend our contract with The Ranch to Monday to facilitate panel tear down and clean up.

The consensus was that we will still offer Shorn and Composite Classes next year.

50/50 or a 60/40 show next year.

AOBA rules restrict judging assignments have caused many problems for show management. Freda said that shows are growing and we are no longer able to use historic data to make judging decisions in advance.

Carl will bring this problem up to the Affiliate Congress. We need to post a request for a rule change to the SRC by June. It was suggested that the S&E show committee

compose a letter to send to the SRC. All affiliates could sign a letter requesting a rule change. Individual members can send in letters also. Beth will get with the S & E Committee to get a letter written and we will put this on the agenda for the February meeting.

It was suggested that we pay the Fleece Superintendent next year. We will put this on agenda for the February meeting.

GWAS

Becky Zierer

As of Jan 15th, we have 425 stall reservations from 138 farms.

We need a few more coordinators.

The next meeting will be Feb 10 at 1:00 at Arapaho County Fairgrounds.

Feb 4th is the Spin-Off deadline.

Earlybird stalls registration was cut off on Jan 15th.

Fiber Committee

Suzy Rosenkranz

No report. Suzy will meet with Christin soon.

Good of the Order

Ann will email board members with information about our Genesis account for conference calls and order Kinko's cards for new board members.

To facilitate billing, please address bills to Hoberts mailbox rather than your personal address. Ann will send board members an email with this information.

Ann has a credit card for ABR expenses. Ask her if you need to use it.

We have outstanding deposits needed to rent facilities. If you get deposit checks back, please send them to Ann or let her know that the check has been destroyed.

Item 6. Next Meeting – February 18 or 19 during the retreat, 2008

The meeting was adjourned.