

Alpaca Breeders of the Rockies
Board Meeting Agenda
May 20, 2009
6:00 PM
Parker Fire House

Meeting call to Order by Kim Sawyer at 6:10

1. **Item 1. Calendar of Events** Becky Zierer & Julie Averch
 1. Julie will send out instructions on how to use BOD calendar. BOD can add their events/tasks e-mails will be sent out inviting BOD members to "events" and "tasks" e-mails will be from alpacarockies@gmail.com.
2. **Item 2. Treasurer's Report** Ann Danielson –
 1. Ann will send to Julie to include in the minutes.
 2. Will get the rest of GWAS paid, then we can see what we have for the rest of the year.
3. **Item 3. Old Business**
 1. Membership Survey Julie Averch
 - i. Will send to Bob Thursday and should be going out by end of this week or early next week.
 2. BOD Notebooks – Disks and Backups Marci Milius
 - i. Marci has the disks and is working on them
 3. April Quarterly Meeting Becky Zierer/BOD
 - i. Ann said that was considerable savings by removing breakfast.
 4. Feedback
 - i. Breakfast round table - had a few members for some topics. Will do breakfast round tables again next meeting, topics to be decided on later.
 - ii. Fiber Round Tables - Went well until after lunch when attendees dropped by ½ to ¾. Wound up by 2:00. Need to make sure there are facilitators from BOD on each topic so that all members' opinions are heard. Discussion about postponing lunch until a later time so that momentum is not lost.
 5. ABR Strategic Plan – Review Kim Sawyer
 - i. Kim will send out to membership. Kim will go over the Strategic Plan in the August Membership Meeting
6. Proposed Board Structure –
 - i. Review Kim Sawyer Review where State Fair falls at the next BOD meeting. Carl feels that all event items should fall under the Program Director rather than in Marketing. i.e. Sponsorships for events. Kim removed this from the Marketing column.



Alpaca Breeders of the Rockies
Policy Statement
Gathering and Distribution of Registered
Attendee Names of an ABR Sponsored Event

Policy Statement	The name and address of visitor's attending an Alpaca Breeders of the Rockies (ABR) sponsored event will be gathered and entered into an Excel format database and then distributed to the appropriate ABR Farm Member designated by the Event Coordinator (EC) within four (4) weeks after the conclusion of the event. All other ABR Members may, upon request, receive those names eight (8) weeks after the event.
Purpose	To provide qualified ABR Farm Members participating in an ABR sponsored event the name and address of registered visitors for their personal marketing use and thereafter available on request to all other non-qualified ABR Farm members.
Coverage	All qualified ABR Farm Members participating in an ABR sponsored event. Thereafter, to all other ABR members.
Process	<ul style="list-style-type: none"> - Marketing Director will provide means to capture information of the visitors attending ABR events. Registration Personnel Notebooks, sign-in sheets, cards, pens, etc. - Upon conclusion of the event, registered visitor information will be entered by the Marketing Committee into an event database as defined by the registration form. - Upon completion, but within four (4) weeks after the event the database will be emailed to the EC for distribution to qualified event recipients. - The same file will be available UPON REQUEST to all other ABR Farm Members eight (8) weeks after the event. Notification of availability will be made through a general email to all members.
Adopted by ABR Board of Directors Date	February, 2005 REV 05-20-2009

4. **Item 4. New Business**

1. Alpaca Fiber Symposium Becky Zierer –
 - i. Symposium is outside the affiliates. Affiliates are sponsors. Most members were part of the affiliate congress. Members felt that AOBA had a gap in regards to fiber. 140 people attended the 1st Symposium. The last Symposium had sponsorships that were provided by some of the affiliates back east. Speakers talked about what we had done with fiber in the past, what we are doing now with alpaca fiber, what we can do with alpaca fiber in the future. Next Symposium was originally scheduled to be in sometime around April in Denver. The date may move to October to keep up the momentum. There was some concern that there is a lot going on at that time of the year and that could impact volunteers at ABR events. So far 15 members of ABR have already stated that they would volunteer to help. BOD discussed how ABR may be involved. Becky will put together a proposal on ABR providing a sponsorship and what benefits ABR will get for the sponsorship. Becky also discussed ABR "hosting" the Symposium. ABR is open to hosting, sponsoring..... Becky will get back to the board on what the Symposium is looking for.
2. Colorado FFA meeting Becky Zierer
 - i. Colorado Convention in Greeley June 2-4th. Becky contacted them about representing ABR and alpacas. Julie will contact Amy and see if we can get a new link on the website for youth. Becky made a motion to pay 100.00 for FAA Booth. Beth seconded. Kim asked for a vote, all in favor, no nays. Motion passed. Becky will send out a call for volunteers.
 - ii. Tom will start putting together marketing material for youth that points to the website.
3. ABR Product Booth Kim Kastner.
 - i. Beth motioned to accept proposal for the traveling product booth, Tom seconded. No further discussion, Kim called for a vote to accept proposal, all in favor, no nays. Motion passed. Money will come out of the money raised by the sale of the afghan
 - ii.

Retail price for grid parts

<u>Supplies</u>	<u>Retail price</u>	<u>total</u>
15 Gids 7 ft or taller (15 @ \$12.00)		\$ 180.00
2 cothing bars	\$ 14.14	\$ 28.28
10 hat racks	\$ 1.85	\$ 18.50
6 Scarecrow for scarves	\$ 11.55	\$ 69.30
7 corner shelves rovings	\$ 8.20	\$ 57.40
1 quarter circle	\$ 11.02	\$ 11.02
5 shelves -blankets	\$ 6.67	\$ 33.35
60 straight pgs-yarn-supplies	\$ 0.75	\$ 45.00
5 baskets -knit hats,gloves socks	\$ 10.40	\$ 52.00
		\$ 494.85

4. Website Reformat Julie Averch –
 - i. Julie has been making calls trying to find additional members for the website committee to join her and Ron. Ron will also make some calls. This will need to be one of the next big projects
5. Nominating Committee Report Carl McGill
 - i. Carl will contact Gregg Milius to see if he wants to continue on this committee. Positions open will be Fiber, VP, Secretary, Marketing and Programs. Carl has two weeks to find committee members. Kim will send out the board structure with the Strategic Plan early next week so that members can see the new positions and their responsibilities..

5. Item 5. Officer Committee Reports (rotated each month)

1. Education/Fiber Kim Kastner
 - i. Patty will send a final email for the fecal testing seminar. Kim K. will be contacting the fiber committee about a possible fall clinic to see what their thoughts are and what/where/when. The granny square afghan profits will be

put to good use in fiber education for members and we will keep costs in mind to make the money go as far and as long as possible. Updates will follow.

2. Membership Ron Hinds

- i. 258 Farm members
- ii. 14 business
- iii. 9 associates
- iv. Down 30 farms, Ron has tried calling, sending emails and most don't return call. Ron suggested a new type of membership that is non voting. Becky mentioned this could also impact AOBA view of ABR. Ron is going to send BOD a list of members who didn't join and BOD will review and let Ron know if they have any insight as to why these members haven't renewed

3. Vice President Becky Zierer

i. By-Laws

1. There were four initiatives for this committee for 2009, 3 meetings were held.
 1. Increase the number of board members - with new strategic plan committee will not pursue any further.
 2. Succession plan – already address by BOD so committee will not pursue any further.
 3. Member voting for by-laws and proxy - reviewed and will leave as is, quorum is required to pass by-law changes. No further action required.
 4. Review of By-Laws - Members reviewed the by-laws and have not proposed any changes
2. Committee has met the requirements for this year.
3. Becky feels that there should change the time line so that changes could be proposed for the ballot at the same time as board of director voting. i.e. Start in August to review for next years ballot. No vote is required to make this change and the VP can determine the time frame for future years.

ii. LRP

1. Will work on committee members after strategy plan is sent out. Will review the mission statement for this committee

iii. Government Relations

1. Lynn Boak is chairperson and will send the member names to Julie to add to the website. Committee is reviewing their mission statement. They are looking to add members from all states represented by ABR. The non native species bill is a non issue for alpacas as they are considered livestock and will not be pursued. Lynn is looking into being nominated for AOBA committee for government relations.
2. One way that Becky has been keeping up to date on upcoming changes that may impact alpacas through the Farm Bureau newsletter.
 1. There is a Public Opinion meeting on NAIS June 1st - Becky will send out email

6. Shows and Events Beth Blonder

1. GWAS Wrap Up Meeting at the end of the month. Jane donated her alpaca jacket to Brett Kaysan in ABR's name after he admired it.

2. AOBA Judges Training Jefferson County Fairgrounds in July 11th - 13th (Sat, Sunday & Monday). Kim K? has the agenda. Lynn Costner is helping with event. Beth is looking for volunteers and animals.
 3. State Fair - Beth asked if we feel it's important to have a presence at the State Fair and not a lot had been done the last year. Becky mentioned that it is a donated space and it gives us exposure in a livestock event. Kim S. suggested that instead of manning every day we beef up our presence on the weekends with product and animals. During the week only have the marketing booth with flyers Beth is going to check with farms close to the fair and see if they will volunteer for the event.
 4. Beth and Julie will be meeting shortly regarding Fall Fest. Beth has emailed several times for judges but had no response to date. Beth will start calling. Julie will also need to send out spin off emails.
7. Communication Julie Averch
1. Julie will start sending out meeting reminder emails for quarterly meetings. RSVP's will still go to Ron. Julie will list a deadline date for RSVP for lunch. Last meeting had 44 people signed up on the Tuesday before and 80+ on Friday making it hard on the hotel to prepare lunch.
 2. Lynn will be contributing editor of the Newsletter and Julie will be listed as editor .
8. Marketing Tom Costner
1. Tom has put marketing is on hold until budget is reviewed. He will provide the handouts for FFA
 2. Need Graphic Standard for all events. Should be able to re-use GWAS material next year.
 3. Feedback from GWAS registration booth - need hand outs of schedule of events. A handout of what to see when you go to a show ran out but is being redesigned for next show. Some breeders did mail out the brochures
 4. Fall Fest budget is \$8,000 - already have all the media - have releases ready to go -have handouts to take to Nationals "you are invited to Fall Fest" Will discuss budget for Fall Fest at next meeting.
9. Secretary Marci Milius
1. Marci is working on the thumb drives
10. **Item 6. Good of the Order**
1. Yarn for Gail. Ann will look into a gift certificate.
 2. Becky will send out email about Pioneer Award
11. Kim is going to Nationals June 3th through 6th

Next Meeting – June 17, 2009
6:00 pm (bring your own dinner)
Parker Fire House

