

Alpaca Breeders of the Rockies

Board Meeting Agenda

June 17, 2009

6:00 PM

Parker Fire House

In attendance: Kim Sawyer, Julie Averch, Kim Kastner, Ron Hinds, Becky Zierer, Ann Danielson, Marci Milius, and Carl McGill Absent: Tom Costner & Beth Blonder.

Meeting called to order at 6:09

Meeting call to Order

Kim Sawyer

Item 1. Calendar of Events

Becky Zierer
Julie Averch

Still updating the calendar. Done up to September.

Item 2. Treasurer's Report

Ann Danielson

See attached report.

July BOD meeting will be a budget review. Please send out reports to all BOD members for review before the meeting.

Item 3. Old Business

1. Membership Survey

Julie Averch

20 surveys returned. A reminder email has been send.

2. BOD Notebooks – Disks and Backups

Marci Milius

Marci will supply a list of what is on the backup stick and what will be posted on Google Docs.

3. Colorado FFA Convention Feedback

Becky Zierer

Will send the Secretary the report.

Youth program director should take the lead on this project but in the mean time Becky and Ann will work on the outcomes from the FFA Convention.

4. Fiber Symposium

Becky Zierer

Oct 23-25, 2009 contingent on John Anderson's speaking engagement. Embassy Suites is available for that weekend. Suggested that Becky contact Textile schools to see if they could host the meeting. Would like that ABR Sponsorship range for sponsorships are \$1000 - \$5000.

5. Nominating Committee Report

Carl McGill

Carl McGill made a "Motion" to accept Andrew MacArthur as the Chair of the Nominating committee" Kim K. seconded. Motion passed. Has started working on developing a committee.

- a. Director Profiles. The job descriptions can be found on Google docs. Some of the job descriptions need to be rewritten. Carl handed out Fiber -Director. Kim Kastner will review the strategic plan and align the Fiber -Job Description. Carl will ask Beth Blonder to review the Shows and Events Job-description and align with the strategic plan. Kim asked all BOD members to review their current job-descriptions for changes. All need to be done and emailed to the BOD for review by June 30.
- b. Status of committee-WHAT??

Item 4. New Business

1. AOBA Nationals Post-Review

Kim Sawyer

- a. National Show locations: The next National Show will be in Fort Wayne Indiana.
- b. ABR response Kim will contact the other western regional affiliates to write a letter to AOBA about the location of the National Shows.

2. August Quarterly Meeting

Kim Sawyer

- a. Marketing Topic
- b. **Kim will send agenda to the Secretary**
 - i. General One Hour Overview
 - ii. 3 Breakout groups for discussion
 - iii. Rotate groups
 - 1. Print Media
 - 2. Graphic Design
 - 3. Public Relations and electronic media

Tom Costner

Members will be charged \$5.00 for lunch at this meeting.

3. Fiber Round Table Results – Next Steps

Kim Sawyer

Sent out to membership. Fiber Herd Business model will have another meeting on June 28th.

4. November Meeting – date change?

Kim Sawyer

November 15th Kim will check with Embassy Suites. Lunch charge will be \$10.00. Becky will contact the John Heller from NAIS.

- a. Proposed agenda – Brett Kaysen?

“How to talk livestock” prep for NWSS

5. ARI/AOBA Donation request

Kim Sawyer

Will be interested in donating but need more information, from Monica. Such as, when the study will start, who else has committed contacted ECT.

6. Website Reformat

Julie Averch

Revising website will cost at the minimum of \$2000 with less screens. Julie is checking with a person who could supply templates. Kim requested that Julie put together a proposal with examples of working websites from business.

7. Volunteer signups for committee, activities

BOD

Ron will send the membership data base to the BOD to show area of wanting to volunteer.

8. Legal retainer – Star Waring - Lawyer

Carl McGill / Marci Milius

(Do we have contract? Information? Fee schedule?)

An owner of an alpaca that was shown at Fall Fest has requested a copy of the Permission to Show form. Hoberts requested guidance from Kim Sawyer. The BOD recommended that a copy of the permission to show be notarized and sent to owner via certified mail.

Carl will look into if we have an attorney on retainer or if we pay hourly and what the agreement currently in place.

9. AOBA Show Division Comments

Becky Zierer

Show Rule change comments are due June 30th.

Item 5. Officer Committee Reports (rotated each month)

Membership

Ron Hinds

261 Farm

14 Assoc

9 business

Vice President

Becky Zierer

By-Laws: tabled until 2010

LRP: Will change the name to match the strategy.

Government Relations: Nothing to report at this meeting.

Shows and Events

Beth Blonder

NW Stock Show: first weekend and will set up 1/8 by 8:00 Show will start at 5:00 Night of the Llama and Alpaca at 6:30. Show will continue on Sunday. Alpacas can stay at the NWSS until 5:00 on Monday. Sign up cut off on Nov 20th or earlier.

GWAS received the bill from National Western and they made some adjustments to lower the bill.

Beth Blonder reports:

Julie will be able to update everyone on Fall Fest. The main thing is that all the judges are in place, and we'll be able to send out a notice for Spinoff exhibitors in the next week or so with the deadline being August 1st.

The JTCC is coming together, please ask Kim to give you all a brief update on volunteers....we still need more!

No info yet on the State Fair, I'm working on a Coordinator for that.

Communication

Julie Averch

Newsletter Committee

Website Committee

Marketing

Tom Costner

ABR Marketing Committee

Report for BOD Meeting

June 17, 2009

Item 4. New Business Marketing Topic

The MC discussed the August meeting and is taking the following actions:

1. A short survey is being prepared and will be sent to the membership with the purpose of attempting to determine what marketing information the members "think" they need.
2. For the breakout groups, the three potential topics will be:
 - i. Public Relations – what is it and how to use it to support your marketing communications plan.
 - ii. Graphic Design – what are the fundamentals of good graphic design whether it is used in print media, on signs, collateral

materials, etc. A subset of this session will also be a brief discussion about the use of photography.

- iii. Electronic Media – what to use, how to use it, including websites, social networking, email marketing, etc.
3. The committee is searching for professional speakers for each of the three topics. Most likely, speaker fees will be required.
4. Someone on the MC will deliver the initial one-hour overview. This overview will include a definition of marketing versus marketing communications, the necessity of a marketing communications plan, how much to allocate to a marcomm budget, how to research media, etc.

Item 5. Officer Committee Reports

Marketing:

1. The attached form has been developed to better manage the MC budget and for those other persons on the BOD or Chairs of various committees. The basis for use is explained at the top of the page.

Why is it needed?

1. It provides exact tracking of items charged to the marketing budget and would include all ads, posters, signs, etc. from the MC budget.
2. It provides a method to compare cost against a previous invoice, i.e., sign cost '09 vs. '08 without asking the Treasurer or Hobert Services for info.
3. It requires sign-off by the requestor and budget approval when outside of the approved marketing budget.
4. It requires the signature of either the President or Treasurer to proceed before money is spent.
5. Although the MC met the new policy of preparing and delivering the GWAS attendee database to the Event Chair, the delivery to the qualified members has not been seen. If it has been distributed, has there been any feedback.

Secretary

Marci Milius

Nothing to report.

Education/Fiber

Kim Kastner

Item 6. Good of the Order

Next Meeting – July 15, 2009

6:00 pm

Parker Fire House

