

OABA BOARD OF DIRECTORS MEETING MINUTES - JAN 25TH, 2011

Meeting called to order by: Nora Custer-Haberbusch at 7:06pm

Roll Call:

Present- Laurel Shoumlin, Kevin Sullivan, Bill Goebel, Neil Perin, Rick Johnson, Jeff Bradford, Nora, Lorilee Fish, Joe Osborn, Marilyn Wentworth,

Absent- Chris Mulier, Jana Lee-Harris

Minutes from meeting 1-12-2011: Review and approval
Rick motioned, Bill seconded, Matter Approved

Treasurers report - Rick Johnson

- Checking- \$25,721.81,

- Money Market- \$100,443.82.

- Checking earns no interest, money market earns some

- Membership numbers are not bad, not great

- Moved membership expiration date to May 31st, has sent email that \$100 membership paid since 2010 AlpacaFest will be good until the end of May 2012, \$50 membership paid since 2010

AlpacaFest will only be good until the end of May, 2011. **Bill will put this in the magazine.**

Old Business

1. Kevin Sullivan

Vote in Kevin Sullivan as Director at Large

- i. Bill motions for Kevin to fill in for Nora for Director at Large. Approved, Kevin is appointed to Director at Large
- ii. Jana Lee-Harris needs to be contacted and asked whether continued interested on the board as an active member. If no interest, then request her resignation from the board to fill the position.

1. Introduction

Brief minute or two introduction of new board members and Laurel Shoumlin, magazine editor

- A. Lori- in the industry for 3 years, learned things the hard way. Ran to help OABA, see more members involved
- B. Bill, Renaissance Farms
- C. Neil- 1st year
- D. Kevin, 11 year, Fiber side.
- E. Rick- 5 years, Goals: keep books straight, enhance new membership/product development
- F. Nora- 2nd generation Alpaca, fiber major
- G. Jeff- Leaving, have a good year!
- H. Joe- 8 years, 6 year board member, Goals: more members education.
- I. Laurel- 14 years, ARI board, Certified halter/fleece judge, editor Ohio Alpaca Life magazine.

2. Ohio Alpaca Life Magazine - Laurel Shoumlin & Bill Goebel

- A. Laurel- \$4000 to do the most recent issue (including postage). Mail out everyone 1st class. 4 issues seems like a lot, Bill and Laurel will do 3 issues, with 1 larger winter

issue. 2nd will be in April. 3rd will be September. Different theme for each issue depending on seasonal interests. Sounds good, no vote necessary, conceded by all. Need article submissions/suggestions. Reducing advertising to half price for members.

- B. Bill moves to adopt a dual rate schedule for advertising for members/non members. Lori seconds. Approved
 - C. **Everyone needs to push advertising with new pricing**
3. Breeders Symposium in Ohio?- **Laurel Shoumlin**
- A. Bring in speakers, have event
 - B. **Bonnie Potter will refer resources to make it happen**
 - C. Pool resources with Llama community? (big discussion about tension between industries)
4. Executive Assistant - Laurel Shoumlin
- A. Proposed a part time Exec Director. Use Money Market funds to pay? **Everyone will think about it and discuss**
Tabled to next meeting.
5. Alpaca Alliance - Jeff Bradford
- A. Official name for the Build a Tent Initiative. Industry ready to move forward? Whole process, working together. Nick Hahn was speaker at first meeting. Would need to create steering committee, and make Nick exec advisor to set up board and help move forward. Anyone could be a member and vote. OABA needs to put up \$250 for membership as an organization. If we join, we need a rep that is all around knowledgeable in the industry. Bill recommends Kevin. Jeff had offered himself for steering committee member. All can be done online.
 - B. Jeff motions to join AA, Bill seconds, Approved, OABA will spend \$250 to join the AA, and will consider who to elect for representative. **Nora will be the contact regarding the issue, also can contact Lori or Jeff.**
6. Election - Bill Goebel
- A. Results
 - 101 votes - Nora
 - 103 votes - Lori
 - 101 votes - Neil
 - 97 votes - Bill
 - 72 votes - Chris
 - 39 votes - Kevin
 - B. Great turnout. Did not finish in timely fashion according to the bylaws. Need to start timeline and stick to it, as well as have a committee. **Bill will send Email blast announcing the results.**
7. Winter: Quarterly meeting
- A. Swisher Creek Farm, Blacklick OH
 - B. 2/19/11, Saturday (Bill, Rick, Joe will not be here)
 - C. Dr. Jeff Lakritz and Dr. Antoinette Marsh will speak
 - D. Free to members, **Pete will order food in, pay for it, and will be reimbursed.**
 - E. 12pm-5pm. Business meeting, parasites, possible wet lab
 - F. Bill moves to do postcard mail out to announce meeting. Kevin seconds. Approved
 - G. **Email blast and post cards will be done by Nora**

8. Summer: Quarterly meeting
 - A. Swisher Creek again? Discuss locations, and think about it
 - B. July or August?
 - C. Louise will send email to offer ideas for speaker
 - D. It was discussed that Joe would contact Champion Center in Springfield Ohio and talk to Shirley for possible dates. Conference room is available to us air conditioned for \$300.

9. February Board meeting
 - A. Tuesday February 15th 7pm

10. AlpacaFest - Joe Osborn
 - A. October 24-30th
 - B. Judges are Ken Hibbits from England and possibly Jill McCleod from Alberta to do Huacaya, and possibly Kathy Klay for Suri yet
 - C. Stachowski/Reed, Have not talked to either yet Joe will continue to try contacting Anthony
 - D. Paca-to-Product
 - E. Peg Stephens will be at the show
 - F. Dr. Brett Kaysen is available to speak Sat & Sun, also to help Dave Barboza. EPD's, where industry is and going. Joe will follow up
 - G. David Barboza- Youth activity, showmanship, performance
 - H. Bill will do an Email blast announcing show dates & thank-you's from 2010 show.

11. Website - Bill Goebel
 - A. Email forwards: President, Vice President, Secretary, Advertising etc... Everyone send your emails to Dennis to have the redirect sent to your email address. info@clubsuri.com
 - B. Who will handle advertising and marketing? Kevin volunteers

12. Updating by-laws
 - A. Bob Rodgers, Rodgers Reserve Alpacas will examine and suggest revisions, Rick will be board liaison

13. Belt Buckle - Joe Osborn
 - A. No update

14. Student Design Competition
 - A. Kevin will contact Kent state and see about if they have a local program like this.
 - B. Bill motions to adopt a 2 prong approach and donate \$100 to sponsor a student, while at the same time get local group involved. Kevin seconds. Approved

New Business

1. Everyone email Bill with updated name, farm name, phone number, and mailing address and e-mail address. Everyone please cc Nora with contact details emailed to Bill for submission to AOBA.

2. Committees
 - A. Board liaisons to the various committees were assigned:

Education (**Lori**), Fiber (**Kevin**), Government & Livestock (**Rick**), Long Range Planning (**Joe**), Magazine/Website (**Bill**), Show (**Nora**), Marketing (**Neil**), Membership (**Lori**). All committees (except fiber) need members.

3. Affiliate Roundtable
 - A. Jeff Bradford facilitator for February
 - B. Anyone interested in being a representative from OABA? **Nora volunteers**
 - C. Affiliate input needed:
 - i. More attention to the affiliates from AOBA
 - ii. Look at how our affiliation affects us one way or another
 - iii. **Nora will keep us up to date on the matter**
4. Timeline for the year
 - A. Tabled till the next meeting
5. **All - think about what to give to exiting board members as thank you (Thank-you cards & small gift?)**

Red highlighted items reflect action points.

Meeting adjourned at: 10:54pm

Respectfully submitted by Neil Perin, Secretary