

OABA Board of Director's Meeting Minutes November 11, 2010

Present: Jeff Bradford, President; Laura Lee, Vice President; Rick Johnson, Treasurer; Marilyn Wentworth, Secretary; Bill Goebel, Director at Large; Joe Osborn, Director at Large; Nora Custer-Haberbusch, Director at Large
Absent: Jana Lee-Harris, Director at Large

Jeff called the meeting to order at 7:05 pm

For the results of the survey taken at the show, please see Bill Goebel's attachment: ALPACAFEST 2010 REVIEW. It lists many of the pros and cons described below and includes other ideas.

OABA AlpacaFest Show – General discussion about next year's show

1. Laura Lee – we should have a timeline to keep us on point. Jeff volunteered to write a protocol for this.
 - a. We should start making plans in January. Have dates, vendors, educational presentations, etc. already done so we can promote early
 - b. Research best forms of media in the surrounding area
 - c. Start in July to get best rates in November
2. Bill – we need a procedural manual so people won't have to reinvent the wheel. We'll ask Joe if he can put this together.
3. Where to have the next one? We'll decide by the end of the show.
4. Jeff was upset that the ribbon company sent the small ribbons instead of the large ones that we ordered. It was too late to send them back. We'll find a new company for ribbons and banners next year. And we'll send the order in at least one month ahead of the show in case of problems.
5. Treasurer, Rick Johnson, thinks we may make a small profit from the show. Our account was down to \$25K, but now we have \$45K in the account. We still need to pay judges, store contributors, performance trailer hookup, superintendant, etc. But that should still leave us with some money in the bank after we add in the Herdsire auction.
6. Marilyn wants to standardize fees for presenters. Below is a draft of the ideas we discussed. The board needs to vote on them to approve the guidelines.
 - a. We will reimburse all travel, hotels (for out of state presenters), per diem expenses, and copies. We will use standard university rates as a guide.
 - b. For those Ohio presenters who have a vendor space or are showing alpacas, there will be no per diem or travel reimbursement since they are going to sell products or exhibit animals.
 - c. If a presenter wants to charge us more than \$500, the board needs to approve this person and their topic.
 - d. There needs to be advance notice of all presenters and topics posted on the AlpacaFest website as soon as it is available.

Fleece Show

1. The Fleece Show went well. Jeff asked Karen Molier what worked well and what didn't.
 - a. Karen said we need a whole core of volunteers for each day it occurs.
 - b. We need new scales
 - c. People loved the "drop off points" to save postage. We need more of them next year.
 - d. People loved having the judging completed by the time the halter show started. Good PR for fleece production and the fleece show in general.
 - e. The location of the judged fleeces was good because it was on the main floor near the ring.
 - f. The judge was going to record the orals and present them at the *Meet and Greet*, but there was no time.
 - g. We meant to announce the fleece show winners at the Friday *Meet and Greet* but dinner and time ran too long. We really wanted to do this and must make more time next year to announce fleece winners.
 - h. Not enough fiber arts; there was no process on how to take these in. Entrants are not allowed to give their entries to the judges directly during judging.
 - i. No auxiliary fiber classes listed in the show program book.

Meet and Greet

1. We needed more time, especially since it was a whole meal. We only allowed ½ hour. Next year we will start it at 6:00 pm and have the exhibitors meeting begin at 7:30.
2. Most everyone believed that the food this year was much better than at the Ohio Expo Center in Columbus. We need to be clear on the website that it is dinner, not just snacks.

Kids' Alpaca Event

1. Dave Barboza did a great job of working with the kids, teaching them the criteria used for judging alpacas, and making their time spent with the alpacas a lot of fun!

Finding the Venue

1. We need bigger and more signs – 2' X 3' for next year will be more noticeable on the highway and as you get closer to the building.
2. Scioto Trails offered to make the signs in lieu of OABA dues. Board needs to vote on this for next year.
3. We will post a link on the OABA website to the Champion Center site. People could do a Map Quest too. We must be sure to give the exact address of the building, not just an administrative office on the fairgrounds.

The Champion Center Facility

1. Most people were pleased with the venue's basic facility, but many didn't like it because of the horse stalls, poor lighting, not knowing to bring panels from home to open the stall doors so the alpacas could see out, and how to find the seminar and vendor rooms. We should have put all of this plus a diagram of the facility in the show book.
2. They didn't like buying two stalls and having their farm displays in a horse stall. Only those on the ends got open space to put out their materials.
3. We need to be very helpful in preparing everyone to have the most positive experience possible.
4. People liked the concrete floors, they weren't slippery for the animals.
5. The dirt ring was well watered to keep dust down.
6. Biosecurity on stall walls was good. Some stalls were still dirty, however.
7. Having the bar open offered good networking opportunities and the food in there was very good.
8. Good traffic flow around building at check-in. Easy to drive close to your stall.
9. Vendors liked the dust free room. It was like a little mall.
10. Sound system was good throughout the building.
11. Higher stall walls were viewed as both good and bad. It depended on the alpacas' temperaments.

Registration

1. There were many complaints with registration. People had problems accessing it online.
2. When the fee went from \$149 to \$99, there was no way to change it in the book, so people didn't know about the reduction.
 - a. Dennis, our computer advisor, has put together a mock up of the registration and fleece show book so we could control changes as they occur.

Back Up for Personnel

1. We need to have a back up person for all key positions in case an emergency takes the original person away.

Sponsors

1. Sponsors understand the economic climate and will not be offered gifts until the financial situation greatly improves. We can offer them prime locations for their stalls and display booths.
2. Each member of the board should be sure to thank all sponsors.

Color Check

1. We didn't have enough people. We need more volunteers in this area so it will go smoothly and quickly. However the judges only changed four animals, so Laura Lee did a very good job of keeping everyone on course.
2. The show superintendant gave us an old color chart without much fiber. OABA will purchase four new ones to keep on hand for future shows. Their location must be known to all of the board.

Late registrations

- a. These were a big problem, we didn't have enough time to get everything organized.
- b. OABA (Nora) said she only had about 5 late registrations, not considered to be problematic. Superintendent complained that many were late.

Show Books

1. We didn't order enough. Somehow we only ordered 100, we needed 400. The manager of the Champion Center, Shirley, helped by making 25 on her own time and copier.

The board then went into Executive Session, in order to discuss problems experienced with the show superintendent team.

Tear Down and Clean Up.

1. This part went well.
2. There were some stalls that had the doors taken off the hinges. We need to hire people to take care of this if we return to the Champion Center.

Hotels

1. People had good reviews of the Courtyard by Marriott.
2. The Hampton Inn ran out of hot water.

Thank you cards

1. Everyone on the board should write thank you cards to those they were in direct contact with.
 - a. Speakers
 - b. Judges
 - c. Dave Barboza
 - d. Volunteers
 - e. Sponsors
 - f. Herdsire Donors
 - g. Stephens' Llama-Tique
 - h. All vendors????
2. We need to delegate these lists and get this done ASAP.

Volunteer Shirts

1. This was the first year we sold the extra ones. Sales were very brisk, we sold out.
2. We should plan to sell some next year to boost income.

Procedural Manual

1. This is most important task since next year's show will be so much smoother if a timeline and assignments are made well in advance. We've learned a lot and need to be sure to capture the information.

OABA Quarterly Meeting – Sunday Morning

1. This was well attended. People are interested in the organizations' success.
2. We still need to get the nominating committee put together so we can have a slate of officers for next year.
3. Next meeting should be in January.

Respectfully Submitted,
Marilyn Wentworth, OABA Secretary