

OABA Board of Directors Meeting - Agenda

November 15, 2011

Time: 7:03pm

Roll Call:

Present: Nora, Rick, Earl, Bill

Absent (Excused): Lori Fish, Joe Osborn, Chris Mulier

Absent (Non-Excused):

2. Minutes – Quarterly please post.

3. Officers Report

Treasurers Report

\$29,697.25 checking

\$100,734.71 MMF

\$130,431.96 total

- Report on AlpacaFest - + 6,709.77 at the moment with outstanding amounts detailed below:

3 Halter Judges, 3 Fleece Show Judges and 1 Speaker are yet to be paid.

3 Payments due from Herdsire Auction.

Vice Presidents Report – n/a

Officers Reports

1. Unfinished business

A. AlpacaFest 2011

1. Virginia group will pick up travel expenses for Nick Hahn for travel to VA
2. We made about \$300 from evaluations done by Kathy Klay.
3. Will put thank you's on website and send to Laurel for magazine - Bill

B. OABA member market

1. Rick stated that we need to have a better methodology for tracking sales - need breakouts by farm in Excel to help Rick (assists him in determining commissions and sales tax). Bill will speak to Louise about this.
2. Better notification needed to make people aware of store. Earl suggested doing a demo of the website, perhaps at a quarterly member's meeting. It might be a good thing to have in an upcoming article for the magazine. This might enlarge people's awareness of things like info about participating in the OABA store, as well as draw more traffic from the membership to the website.

C. AlpacaFest 2012

1. Update – Nora updated us about recent outreach efforts to Indiana & Kentucky affiliates about co-sponsoring next Alpaca show. Joe is working on this.
2. Bids for Superintendent. Earl suggested we solicit for bids for next year's show. This will be discussed by full board as we move forward with plans for next year.

D. By-Laws

1. Updates (Bill) – ready to go onto ballot.

E. Elections

1. Updates (Bill) – will need a small budget to cover the cost of the election. Bill will get an estimate for printing and mailing ballots.

2. New Business

A. Ohio Alpaca Life Magazine

1. Marketing PDF

- a. Earl revised from PPT to PDF, was sent to Laurel for revisions (via Nora).
- b. Laurel recommended limiting publishing to only 2 editions per year. Nora suggested adding a directory only issue to that. Earl suggested perhaps doing the directory as a tear-out and Bill suggested that we do a 3rd smaller issue consisting only of a report on AlpacaFest and the directory to be published in early December right after the show. This reduced size issue would ease the workload on Laurel and allow for a members directory that contained all contact info and services offered by member farms. Earl suggested that we do a Herdsire edition in April, and an August pre-AlpacaFest edition.

- B. It was suggested that we have an “in-person” Board Planning Session. Earl & Nora suggested that the second half of the day have committees involved in order to create more ideas for useful things for OABA to offer members.

C. Vet Conference sponsorship from OABA – Jeff Lakritz

1. Monetary Request – 2010: \$5,000 – TBD after further inquiries with Jeff Lakritz and further discussion amongst the full board. Earl suggested finding out whether we can enhance the OABA “branding presence” at the event through sponsorship of particular things at the event. Bill will discuss this further with Jeff.
2. Jeff asked if we had suggestions for specific topics to be presented at the farm day event portion of the week. Board discussed ideas for suggesting to Jeff - ET/AI, genetics, new technologies.

- D. Nora brought up discussion of membership. What are reasons why people don't join/renew.? Ideas were suggested to enhance interest in membership: fiber idea swap, pen sale, CIABA event, shared events with other groups. Schedule discussion on this for next BOD meeting - brainstorm ideas with full board.

E. Committee Updates

1. Fiber (Kevin)
2. Education (Lori)
3. Government & Livestock Standards (Rick)- sheep, cattle, miniature horses Bill & Earl will do some research into identifying industry groups & outreach possibilities to them.
4. Long Range Planning (Joe)

5. Magazine (Bill) – see above discussion
6. Website (Bill) – nothing new, just a request for input on ideas for content
7. Show (Joe)
8. Marketing - Earl
 - a. AlpacaFest
 - b. Blog – Nora talked with Alicia
 - c. need to start planning for new video – Bill will contact Neil to see what videographer contacts/ideas Neil had in mind
9. Membership (Lori)
 - a. Discussion held on updating the offline mailing list to ensure it matched the online database. Nora suggested that Bill check w/Dennis Radesic or Dave Stofka regarding possibility of having an alert notice sent to Judy/Lori when someone updates their farm info so that Judy doesn't need to review every record constantly to compare it to the online database.
 - b. Constant Contact update – Nora will check with Lori to ensure it happens on a monthly basis
 - c. Excel sheet to have a calling campaign – no update at the moment.
10. Election Committee (Bill) – see discussion above

F. Additional Topics.

1. Bill received a comprehensive procedure manual from Kaye for fleece show & will review it. Nora will contact Kaye to see if it is available in an electronic file format.
2. Bill & Laurel received photos from show from Glenn Kerns – Bill will put some up on website, Laurel will use others for magazine

Meeting was adjourned at 9:30pm.