

OABA Meeting Minutes
September 17, 2009

Members Present: Joe Osborn, Laura Lee, Robert Danielson, Bill Goebel, Nora Custer, Marilyn Wentworth

Absent: Jana Lee Harris

1. North American Livestock Issue #2

A. A political group is attempting to undermine the Ohio livestock industry with an aggressive campaign to diminish or eradicate livestock production, shows, restraint, etc. Joe would like to let the OABA membership know about this and ask them to vote YES on Issue 2 in the November election.

ACTION ITEM:

1. BOD - read the issue carefully and respond to Joe by September 26th if we agree that he should proceed with an email blast to the membership recommending they vote YES on Issue 2.
2. Joe – if approved, send email blast to OABA members

2. AlpacaFest

A. Registrations are coming in slowly

B. Friday Meet and Greet decision – BOD would like to commission cheese and fruit trays if the number of registrations makes it possible. The decision doesn't need to be made until one week before the show.

C. OABA Store – Highlight the store by giving it 8 stalls and move it so that it's the first sales shop on the right of the entrance. Keep the membership area in the middle. Not sure what will go on the left.

ACTION ITEM:

1. BOD - Let Joe know what you'd like to see for the final setup arrangements by September 26th.
2. Joe and Nora – create a positive email reminder to register for and sponsor AlpacaFest

D. Future site for possible AlpacaFest – Tabled

E. Laura Lee's print ad for AlpacaFest - Discussion on draft of ad to target other agricultural industries, e.g. cattle.

ACTION ITEM:

1. BOD - email ideas and edits to Laura Lee at the beginning of the week of September 20th.

F. Trademark a slogan for the AlpacaFest Show - We are looking for a slogan that will best represent all alpaca interests.

ACTION ITEM:

1. Laura will research the process and let us know what needs to be done.

3. New Members for Board of Directors:

A. Joe will send another email blast asking people to become involved and step forward for service to OABA.

B. To date we have the following candidates:

1. President - open
2. V.P. - Laura Lee has graciously agreed to run for a 1 year term but would prefer that we find another person
3. Treasurer - Rick Johnson has graciously agreed to run
4. 4 Directors at Large –
 - a. Bill Goebel - elected in 2008 and Jana Lee Harris appointed in 2009. Both serving for 2009 and 2010.
 - b. Nora Custer was appointed to fill in for 2009 and run for a two year reelection that would have her serving 2010 and 2011
 - c. There is a fourth DAL position unfilled at this time that would also serve 2010 and 2011
 - d. The four DAL positions would have two positions up at a time so there is continuity and organizational memory.
 5. Patrick Cassesse would like to run for BOD – What position?
6. Names of other possible candidates were suggested.

ACTION ITEM:

1. Bill will contact JoAnn White to ask her to contact others who might be interested in serving.
2. Joe will email members asking them to serve.

4. OABA Magazine

A. Discussion on the merits of online vs. hard copy magazine: An OABA magazine would give us a means to communicate with the membership, provide the latest in educational information, constantly update the membership database, and create a revenue stream through advertising. The online magazine,

<http://www.alpacasafielddonline.net/index.php/magazine> is an example of an online alpaca magazine. We may end up doing both online and hard copy.

1. On line – provides links to OABA, from advertisers to their websites, saves paper and mailing costs, collects data.
2. Some farms may only have dial-up and want hard copy, it's easier to use hard copies for reference.

B. Cost – Joe received a beginning quote of \$1000 for online launch with \$250 – \$300 for each additional edition.

C. Content – discussion on alpaca information vs. alpaca advertising. We would like 60% information and 40% ads, but other variations are still a consideration.

D. We need a magazine committee chairperson & committee members for the newly created magazine.

Possible Magazine Staffing:

1. Magazine publishing company - Pelican or other suggestions, possibly the Ohio University Press
2. Editor-in-chief/committee chairperson – would locate subject matter experts and manage content. Joe moved that the Editor in Chief be combined with the Committee Chair for better coordination. Laura seconded the motion. Motion passed by unanimous vote.
3. Associate/assistant editor – will be needed if we publish one time a month vs. one time a quarter.
4. Artistic editor/graphic designer – Combine? Outsource? Give discounts for providing logos to advertising farms. Continue discussion as progress is made.
5. Advertising sales account personnel – This could be the OABA marketing committee.
6. Copy writers - content writer/online versions (maybe a blog). Encourage OABA members to contribute.
7. General assistants - handle logistical support, e.g. prepare magazines for mailing. Hopefully OABA members will help.
8. If possible, we would like to have a reference index.
9. We would like to test it in Ohio before going national

ACTION ITEM:

1. Bill will work to find qualified and committed OABA members to help with the creation of the OABA magazine.

E. Proposed Names: Discussion tabled until more progress is made. Possible suggestions:

1. OABA Journal
2. Ohio Alpaca Journal
3. Ohio Alpaca Tracks

5. Does OABA have a requirement that members belong to AOBA?

A. At this time OABA doesn't have any requirement that its members belong to AOBA. OABA would benefit from more Ohio farms joining the organization. We are thinking of offering more benefits, e.g. the OABA magazine. OABA does ask our membership to be a member of AOBA but we don't actively enforce it. AOBA allows for only 20% of our membership to not be members of AOBA and we are told they may be enforcing it more.

ACTION ITEM:

1. Bill will check the OABA and AOBA by-laws about AOBA membership.

6. OABA Website

A. Farm Search doesn't work properly. This problem may have developed when Dave Stofka switched to Yahoo.

B. "Find a Herdsire - Peruvian, Chilean, Bolivian, American"? Discussion Tabled.

C. The website needs to be updated and have all of its functions corrected.

ACTION ITEM:

1. Joe will ask with Dave Stofka to look at the problems.

D. After corrections are made, we'll need more people to help build content and manage the site. More discussion is needed.

7. Fiber, Government, Magazine and Web Committees - we need more members

A. Anyone interested in serving should speak to Jana Lee Harris at AlpacaFest.

B. BOD can ask people to serve.

C. Can we add more members than official committee description calls for? Bill has another person for the Government Committee, and several from the SOABC co-op are interested in serving on the Fiber Committee.

D. More discussion needs to come on this issue. We may be able to offer an incentive to people who serve. We only planned for a certain number to serve if we were going to provide the incentives we offered for service this year. If more people want to serve that is great, but we can't necessarily offer the same discounts/incentives and may need to change it up for 2010.

ACTION ITEMS:

1. Bill will give Claude Custer a new name for the Government Committee.
2. Bill will also give names of people (from the Southern Ohio Alpaca Breeders Co-op) for the Fiber Committee to Jana Lee.
3. Joe will promote these committees in the OABA email blasts

8. Don Julio Barreda Awards concept

A. Just because AOBA is doing an award is no reason we shouldn't do something to recognize individuals in Ohio. It would also be nice to provide a living and permanent "memorial" to this man who gave so much to our industry! Service awards are also a great motivator for people to get involved when all

else fails, as it provides them with not only a sense of accomplishment, but also gives them some free PR value. To paraphrase the TV ad - the costs to us in doing so would be minimal - the rewards to be gained in an increased spirit of volunteerism & participation - priceless!

- B. We will launch the program in Spring of 2010. This gives us time to decide on the structure of the awards. (Topics include qualifications, the form of the award (ribbons, plaques, etc.), timing, and so on.)

ACTION ITEMS:

- 1. Joe will announce the IDEA of the award at the October OABA meeting. 3rd
- 2. BOD - think of guidelines and send ideas to Bill. We will draft these at the next BOD meeting.
- 3. Joe will announce them at the AlpacaFest in November.

9. OABA Member Survey - Bill Goebel and Claude Custer drafted a very thorough questionnaire and emailed it to the BOD for their input. We need to gather data for legislative impact and to tell the BOD what is important to Ohio alpaca farmers.

- A. Discussion centered on how to get it to ALL Ohio farmers, not just OABA members. We could mail it with a return envelope, send it online, put it on the OABA website (pay someone to post it) but all methods must assure anonymity.

ACTION ITEMS:

- 1. Joe will ask Dave Stofka what it would take to put the survey on the OABA website and how secure that would be since some questions are financial. If secure enough, Joe will send an email blast asking members to complete it online.
- 2. BOD - send ideas for a cover letter to Joe very soon.
- 3. BOD - send corrections, additions, edits to Bill now.
- 4. Bill offered to tabulate the results when completed.

10. North American Alpaca Federation Proposal

- A. Joe received the proposal for the NAAF and forwarded it to all BOD members for their input. It would offer OABA members participation in an alpaca marketing group.

ACTION ITEM:

- 1. BOD - carefully review the proposal and send your comments to Joe by September 26th.

Respectfully submitted,
Marilyn Wentworth
OABA Secretary