

OABA Meeting Minutes  
2-18-10

Present: Jeff Bradford, Bill Goebel, Joe Osborn, Laura Lee, Rick Johnson, Nora Custer-Haberbusch, Marilyn Wentworth  
Absent: Jana Lee-Harris

1. Treasurer's Report – Rick Johnson
  - A. \$140,432.39 in bank account
  - B. Anticipating \$3150 so far on Ohio Alpaca Life Magazine ads to be collected
  - C. Anticipating \$400 on new memberships, plus membership drive is ongoing
  - D. Spent \$1563.50 on repairing OABA website
  - E. Rick will give a complete Treasurer's Report including all past and current expenses, monthly expenditures, etc. as soon as the 2009 final figures are in.  
There will be a budget meeting of the board when we get the report.
  
2. Membership Calling Campaign – Jeff Bradford and Rick Johnson
  - A. OABA memberships are down 61% from last year
  - B. Only about 103 members now; there are  $\pm$  500 alpaca farms in Ohio
  - C. All board members received a list of about 30 farms that either used to be members or are listed as alpaca farms in Ohio. We also received a script to use when calling. The Board will call their list this month to encourage people to join and to get feedback on OABA.
  - D. The Board will not be compensated for the cost of the calling.
  
3. Membership Fees
  - A. Discussion about when to begin membership and what benefits will be offered, e.g. magazine, website, AlpacaFest
  - B. Nora moved to move membership dates to June 1, 2010 – June 1, 2011.  
This will allow people who joined at AlpacaFest 2009 (the beginning of the 2010 membership drive) or who join before June 1, 2010, to be grandfathered in until June 1, 2011.
  - C. Laura seconded the motion
  - D. The motion passed unanimously
  
4. *Ohio Alpaca Life Magazine* Update – Bill Goebel
  - A. The magazine is coming along very well.
  - B. Advertising income expected to be over \$3000
    1. We will extend the deadline a few days
    2. Both covers are already purchased, still room for other ads in body
    3. The BoD will not take prime ad spots, e.g. covers in the first issue
    4. Content writers are getting articles in now
  - C. Distribution
    1. Discussion on how many and where to distribute first edition
    2. Cost will be \$3395 to mail 500 and keep 500 for distribution at shows

3. Discussion on getting a Vendor Booth for OABA at Best of the US for membership and magazines.
4. Bill moved to approve funds for a Vendor Booth at Best of the US Alpaca Show. Staffing it will be the responsibility of the membership committee with the help of the OABA BoD. Rick Johnson will purchase the booth.
5. Joe seconded the motion.
6. The motion passed unanimously

D. Magazine Circulation

1. Discussion - we want as much exposure as is reasonably possible. We would like to get them to members of AlpacaNation in Ohio, Ohio AOBA members, OABA, magazine advertisers, and upcoming alpaca shows like The Buckeye, and The Best of the US.
2. If possible we want to have some to sell at Tractor Supply Company or big shows like AOBA Nationals in Fort Wayne, Indiana.
3. Jeff moved to purchase 1000 copies for \$3395. We will send them to all Ohio alpaca farms and display them at all alpaca shows until they run out.
  - a. 500 for Ohio alpaca farms, 250 for The Buckeye Show, 250 for Best of the US, the balance for the AOBA Nationals with the option of making more if we need them.
4. Joe seconded the motion
5. Motion passed unanimously.

E. Bill suggested we purchase the domain name *Ohio Alpaca Life* on the web

1. All agreed this is a good idea. We'll probably go with Go Daddy.
2. Bill recommended putting off the decision on a separate web-host for magazine until he has a chance to discuss it with Dennis Radesic (Website committee chair)
3. Jeff moved to purchase the domain name *Ohio Alpaca Life*.
4. Joe seconded the motion.
5. The motion passed unanimously.

5. Email Blast Protocol – Jeff Bradford

- A. We currently pay \$30 per blast to a 3<sup>rd</sup> party vendor. We don't have control of the lists. We have no contract with the vendor.
- B. Constant Contact would cost \$24.95/month for unlimited contacts and blasts. We could do our own design and contact lists. We could have different lists for different events. e. g. OABA, Ohio farms, AlpacaFest, etc. We will need to find out who opens the emails, who unsubscribes, whose email addresses bounce back, etc.
- C. Jeff volunteered to manage it.
- D. Jeff moved that we change our email blast protocol to Constant Contact so it is controlled by the BoD.
- E. Bill seconded the motion.
- F. Motion passed unanimously
- G. Rick will make the payments to Constant Contact.

6. Website – Bill Goebel
  - A. The website has been revived to reflect the activity of OABA services to its membership and to entice new members to join or renew.
  - B. Board Liaisons should review their committees' functions and send updates to Bill in the next week. He will update these on the website.
  - C. We need to repair the farm locator function of the website. When members put in a new address, it should be able to follow them. Dennis and Bill will work with Dave Stofka on this.
    1. It may cost up to \$1200, so Jeff asked for a complete financial statement for 2009 from Rick. Joe will finish paying all AlpacaFest bills in a couple of weeks and will give it to Rick and Jeff after that.
    2. There was discussion on the importance of the locator working to give more value to the website for our members.
    3. Jeff moved to fix the farm locator function
    4. Joe seconded the motion
    5. Motion passed unanimously
  - D. Bill would like input from the BoD on a new design for the website.
  - E. We might be able to add a function to remind members of their forgotten screen names or passwords. Bill mentioned that we have that function, but that the problem may be that people forget both (often after initially using their e-mail address as their screen name, and then changing that e-mail address and forgetting that they had changed it)
  - F. Bill will get info on inputting info into the Event Calendar from Joe.
7. March Veterinary Conference at OSU
  - A. Joe had nothing new to report other than it looks like it will be a break even event.
8. Quarterly OABA Meeting at Eden Park in Sunbury, OH, February 20, 2010
  - A. Agenda - Give short reports about all of the above.
  - B. The meeting is from 2 – 5 pm while Judges Training Certification is going on.
  - C. Dr. David Barker will give an educational seminar about pasture maintenance for alpaca farms to those attending the meeting.
9. The June quarterly meeting will have show shearing, fleece skirting and preservation seminars that will run for approximately four hours. We really want to encourage people to bring fleeces to enter in the AlpacaFest show. This is what our industry is truly about.
  - A. We will offer early bird incentives to AlpacaFest Fleece Show for people who enter fleeces from this seminar.
  - B. We might try to be a fleece collection point for one of the co-ops.
  - C. We need to find presenters.
  - D. Jeff will ask members for a site (farm) in his email blast promoting it.
  - E. It could be a pot luck event
  - F. Date is either June 5 or June 12, depending on location.

- G. We will put flyers around at AOBA Nationals to drive out of state entries to the Fleece Show portion of AlpacaFest.
10. Future Quarterly Meetings, dates, lectures and locations are yet to be determined.
  11. Joe will ask the Farm Bureau if OABA members can get special discounts.
  12. Officer Nominations for 2011
    - A. Positions terminating in December 2010
      - Laura Lee – V.P.
      - Bill Goebel – Director at Large
      - Marilyn Wentworth – Secretary
      - Jana Lee Harris – Director at Large
      - Jeff Bradford – President
    - B. Joe will contact Cheryl Lauffer and JoAnn White, the nominating committee, to begin to find people who might serve.
  13. Should we have membership cards?
    - A. Jeff will discuss this with the membership committee.
  14. Next meeting will be March 18, 2010 at 7:00 PM
  15. Jeff moved to adjourn this meeting
    - A. Joe seconded the motion.
    - B. Motion passed unanimously
    - C. Meeting adjourned at 9:46 PM

Respectfully submitted,

Marilyn Wentworth  
OABA Secretary