

OABA Board of Director's Meeting Minutes
July 29, 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

Treasurer's Report – Rick Johnson

\$ 28,537.82 in checking account
100,183.96 in money market
\$128,565.68 total

Membership Report – Rick Johnson

143 farms are now members
Some former members still need to re-join so they can be listed in the magazine.

Last month's meeting did not have a quorum, below are the highlights of the discussion

Display Board

We will purchase a display wall for OABA to use at AlpacaFest and other shows. It will have our banner, pictures, and a message about the benefit of joining the organization. We will need a committee to create it, to be determined later. There was a discussion about what color to make it.

At tonight's meeting, Nora moved to have a black background on the display board.

Laura seconded the motion
Motion passed unanimously

AlpacaFest

Rick made a spreadsheet to show projected revenue from AlpacaFest. He believes we'll bring in around \$94,000 plus another \$10,000 from the Herdsire Auction.

We could drop the prices to entice more people to enter the show.

AlpacaFest

We continued to discuss dropping the prices. We know the economy is still bad and people might be more willing to come if our pricing was more competitive. The Champion Center has 318 stalls, so if we can fill it, we will still be able to cover the cost plus have money left over. Our goal as OABA board members is to help our membership, not to make money. We plan to bring back the "Meet

and Greet” and offer bigger ribbons as well as Championship Banners this year. The members have made it clear that they will appreciate all of this.

Jeff moved to charge lower rates for this year’s AlpacaFest

\$99 Registration for OABA farm members

\$149 Non OABA members and Vendors

Joe seconded the motion

Motion passed unanimously

We will also drop rates for sponsorships. They will be: \$1000 Grand Sponsor; \$750 Platinum; \$500 Gold; \$250 Silver; \$175 Bronze; \$150 Champion; \$100 Class. Sponsors will get preferred locations and \$99 registration, but no gifts.

Joe will work on an email campaign to let everyone know about the new low rates. Laura suggested we say “You Spoke – We Listened” as the subject line. Then we can say “New Venue, Lower Prices, Join the Celebration” as the heading to grab people’s attention. Since there are a lot of shows in the fall, competition for registration is tough. Joe will also contact vendors to let them know. Laura will send him last year’s list.

Joe is also meeting with the caterer to finalize the meal for the Meet and Greet. The cost will be \$12.95 per person. There will be a cash bar this year.

Youth Show – Joe needs 8 suris and 8 huacayas for the kids to use. This will give us enough animals to make the show happen. We will provide doughnuts in the morning, ribbons, and savings bonds for the winners. He needs volunteers to help with recording, handling animals, and getting winner’s info for the savings bonds. Entry fee is \$15. We want to help kids understand how alpaca showing and judging works, this will be a great venue for 4-H, FFA, and families.

Magazine – Bill

The second issue in the hardcopy has been shipped and it should go online shortly. Memberships have been updated for both. This is the last issue that non-OABA members will receive. People can order back issues for a \$4 fee.

OABA Website – Bill

Everything is running smoothly.

Nominating Committee

Bill suggested that he contact Kevin Sullivan from *Alpacas Among Us* to head the Nominating Committee. This committee will be in charge of making a slate of nominations for all positions that are ending in 2010 as well as counting the votes. If no one is interested in the President, Vice President, Secretary, and Director at Large positions, we might have to move people up from within the board. Then we might be able to find volunteers who will take on easier positions.

Leads List

We discussed the need for a leads list that would be generated by hits on the OABA website. Bill said that most people visiting the site are already OABA members who are checking on current activities. Jeff only had one person from outside email him about alpacas in general. Since there is already a Farm Locator on the site, we didn't feel that spending money on this type of programming was cost effective. We can revisit this issue if it becomes necessary.

Federal Income Taxes – Rick

OABA has to file reports, so Rick is working on this with our accountant.

Financial Statement – Rick

We will publish the 2010 Financial Statement in the January 2011 issue of *Ohio Alpaca Life* magazine so all OABA members will have it.

3rd Quarterly Meeting – 2010

Bill suggested we have Dr. Antoinette Marsh, PhD., from OSU do a session on identifying parasites in alpacas. Perhaps they can provide us with a meeting space, too. Jeff will contact Dr. Jeff Lakritz about this and let us know. We won't set a date until we hear from them.

We will also discuss the election and AlpacaFest plans at the meeting.

Meeting adjourned at 8:48 pm

Respectfully submitted,
Marilyn Wentworth, Secretary