

**OABA Board of Director's Meeting Minutes**  
**3-18-2010**

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

1. Treasurer's Report – Rick Johnson
  - A. We have \$142,000 in the bank. Rick took \$100,000 and put it in a Money Market account. That leaves \$42,093 in the checking account.
  - B. Since last week, 7 people have renewed memberships to date: 3 new ones and 4 renewals
  - C. 3 other people joined on the website but Rick hasn't received their payments
  
2. Membership Drive – All
  - A. All BoD members agreed to complete calling the people on their lists by next meeting. Many haven't renewed because of apathy or the economy. We need to let them know the benefits of the new and improved OABA so they will connect with the group.
  - B. Joe wants to send an email with the new OABA Alpaca Life magazine explaining the benefits of the group and to let people know that AlpacaFest will move to Springfield this fall.
  - C. Hard copies of the magazine will go to members of AOBA, OABA, ALSA, and AlpacaNation who are not already members. Then Jeff wants to ask them to join OABA. They will also learn about the June 2010 to June 2011 membership benefit for this kickoff membership drive.
  
3. Constant Contact Email Company– Jeff
  - A. Jeff has been using the new system for email blasts. He really likes the content management system and the look of the pages. He has also received compliments from members on the new look.
  - B. Laura suggested he start the emails with bullet points at the top that will alert readers about the content. Then they might read all of the information instead of skipping parts of it, or not reading it at all.
  - C. Jeff has the administrative password to the system, which he will send to all BoD.
  - D. Nora asked that we change the title to Ohio Alpaca Breeders Assoc., not OABA. That may be going to spam on many computers.
  
4. OSU Camelid Conference – March 25, 2010 – Joe Osborn
  - A. Around 90 farms and 80 Veterinarians have registered
  - B. 50 farms is a "break even" situation, so we'll make a profit.
  - C. Discussion about how to save for the next conference. We'll need to set money aside and be sure to tell OABA members that we're now part of the sponsorship.

- D. Rick asked that we table the decision on the exact method and amount of saving until after the event. Joe or Jeff will talk to Mary Reed and Nancy Medland (conference directors) to make the final decision.
5. AlpacaFest Update – November 5, 6, 7, 2010 – Joe Osborn
- A. Joe forwarded the contract for the Champion Center in Springfield, OH to all BoD and we looked at it before the meeting.
  - B. Discussion followed about double checking on dates, accessibility, getting the judges and superintendant paid, and making the deposit to hold it. Everything appears to be in order. Joe will double check all the details.
  - C. The basic facility cost is \$21,703 for the event. We will put a \$1500 deposit down now.
  - D. The layout looks very good for the halter show as well as the fleece show, vendors and educational areas.
    - 1. Section 1 has the arena with a causeway where we could put the vendors after we rent the pipe and drape. There is also a restaurant area and a meeting room. This area is heated to 55 degrees. We agreed it would be good exposure for sponsors.
    - 2. Section 2 has two conference rooms. 1/3 of the area could be for the meet and greet on Friday evening, then turn it into the educational area.
      - a. The other room is twice as big; maybe the vendors would want to go there because it is warmer than the other area. Joe will speak to them to get a consensus about being warm or near the arena.
    - 3. Section 3 is upstairs. It is a big heated room with windows overlooking the arena. The fleece show will go there.
      - a. After much discussion, we decided to bring the judges in on Tuesday evening and ask them to complete the fleece judging by Thurs. night. Then we will present the fleece ribbons at the Friday night Meet and Greet. This is a great way to highlight the fleece show and the participants, which are the actual end product of our breeding business.
      - b. The judge's oral reasonings for the fleeces will be read at the dinner by some of the BoD.
      - c. We will ask Karen Mulier if we can store the mailed – in fleeces at her farm, which is only 5 miles away. Jeff and Joe will move them to the event site.
      - d. There is an additional fee of \$100/day to use the upstairs room for Wednesday and Thursday's judging. After figuring out how difficult it would be to have the judging off site, the \$200 seemed like a very reasonable amount to have it all under one roof. We agreed to rent the upstairs for the early fleece judging and then possibly move the OABA store in with it to draw people up to see both. This \$200 is reflected in the \$21,703 cost.
  - E. Paul Misterka from CCAP will do t-shirts for the event at his cost.
    - 1. Jeff moved that we use Paul for the AlpacaFest 2010 t-shirts
    - 2. Rick seconded the motion.

3. Motion passed unanimously.

F. There may be lots of t-shirts left from last year. Joe will check on that. We might want to sell them at the show to bring in added revenue.

6. Website/Domain Name – Bill

A. OABA.COM is available but it is owned by someone who wants \$4875 for it. It was appraised at \$1800 - \$2000. Jeff offered \$1600 and is bargaining with the owner. He doesn't know how high to bid considering we don't know if this will be a financial drain on our budget. We will decide after budget analysis from Rick.

B. Bill said we need a name that is easy to remember and will place high on search engine results. Right now, OABA comes up first when you type in Ohio + Alpaca. He also likes OBAOHIO.COM if we can't get the other one.

C. The current OABA.COM owner only pays \$5/month to keep the name renewed until 2013. Jeff made a deal to take it over if he ever misses a payment.

D. We've spent \$1500 on website improvements this year. It costs \$49.95/month with an annual fee of \$350 for hosting. This is reasonable considering we have database functions on the website and the much needed repairs to the membership and renewal pieces were completed, along with the find-a-farm function. We also need around \$260- \$290 for Dave Stofka to re-write the data extraction routine to help Bill with extracting more information when we get the magazine online and want to update the animal census and farm services.

E. The Committee Page is still outdated. Revision of incentives needs to be done, and a lack of current names keep it from being relevant.

1. Bob Rodgers will serve as chair of Government Relations Committee.

7. Budget – Rick

A. When all costs from last year and projected costs from this year are compiled, Rick will make a budget for us. This will help answer questions about purchasing the domain name and how much to put aside for the Veterinary Conference in 2012. He's working closely with Joe and other board members to get their estimates of needed funds for this year. He will send a working budget to all board members ASAP.

B. Straw bedding instead of cardboard for AlpacaFest is a way to save \$3180.

C. Jeff moved to use straw.

D. Jana seconded the motion.

E. Motion passed unanimously.

F. We can also save money because we won't be producing a hard copy of the OABA membership book, we won't have indoor/outdoor carpeting at the show, and we'll ask fleece show participants to pay for the return of their fleeces in the registration fee.

G. Discussion about other costs such as teleconferencing, possibly paying the magazine editor and the magazine software, OABA advertising through print, media, banner, and display board occurred. The magazine may bring in revenue.

H. We will make the OABA.COM purchase decision as well as website, magazine, and AlpacaFest decisions after these figures are presented to the board.

8. Due to the late hour, the meeting was adjourned before we completed the Agenda.

A. Jana moved to close the meeting.

Marilyn seconded the motion.

The motion passed unanimously.

The meeting adjourned at 10:11 PM

Respectfully Submitted,

Marilyn Wentworth  
OABA Secretary