

## September 8, 2009 LFA Board of Directors Meeting Minutes

Meeting was called to order at 8:06 PM EST by President, Mike Gerken

Present for meeting were Venesa Carter, Mike Gerken, Pam Jensen, Larry Kisner, Fran Soukup, Carol Ann Tallmon, and Keith Wattigney.

Mike Gerken announced he had received a letter of resignation from the LFA Board of Directors from Doug Overman.

**Approval of minutes of prior meeting:** Pam Jensen made a motion to accept minutes as corrected. Motion seconded by Keith Wattigney. Motion carried.

**Financial statements and reports:** Pam Jensen reported entries of 77 for the Futurity and 89 for the Fall Harvest show, at this time. However, income is down \$18,000, reflecting the decrease in sponsorships and the decreased number of consignments. A motion was made by Fran Soukup to accept the financial reports as presented. A second was made by Venesa Carter. Motion carried.

### **2009 Committee/Department Reports –**

**Marketing:** We have accepted five applications from a variety of vendors. Vendors and silent auction items are posted on the website. Email blasts are continuing to go out at least once a week.

**Advertising:** Larry Kisner reports an ad has been submitted to SCLA, which won't charge if the publication of their fall edition is too late for LFA advertising to get out. The ad looks good with LiveAuctions. LFA will need to consider publication with Llama Life II, as it is the only regular llama publication which is left.

**Facility in Cedar Rapids:** The surface in the arena has been changed to a more solid surface; the carpets are cleaned; photographer is in place; and, Ag Leadership are ready. The facility is ready to go.

**Catering:** Larry will purchase snacks and baskets for 20 tables, during the auction. Dostal catering will serve beer, pop, and wine. However, while Dostal may serve alcoholic beverages, it may not sell those beverages. Therefore, LFA will provide complementary beer and wine, but no hard liquor. The Friday dinner and meals will remain the same as last year.

**Futurity:** Agreement was unanimously made to continue to make LFA what it is to continue to support the industry. Cell phone numbers of the individual Board members will be sent out for use by the Board during the LFA event.

**Stud Auction:** Posters are still needed for the Stud Auction, to be taken down the aisle during the sale. Carol Ann Tallmon agreed to contact the donating farms; Venesa will

organize walkers to take the posters down the aisle. Mike will organize signs and easels for the posters.

**Llama Bean Drop:** A 10 X 20 pen will be needed to allow 50 two foot squares. A fee of \$5/ticket will be charged, with the income split 50% to ticket buyer/50% to LFA. The Bean Drop to run on Friday and Saturday, until the start of the auction, and maybe on Sunday.

**Sponsored Futurities:** A request has been received from Justin Timm for LFA sponsorship of the Camelid Extravaganza in Eugene, OR, Oct. 31 and Nov. 1. Fran Soukup made a motion to support this Futurity with \$1000 support and the treasurer reiterating the LFA requirements for LFA sponsorship. Second was made by Venesa Carter. Motion passed.

**Elections:** Barb Parsons has offered to chair the LFA election committee. We need to seek new board members, as potentially 4 spots are open for election.

The next meeting is scheduled for October 6, 2009 at 8:00 PM EDT.

On motion of Carol Ann Tallmon, seconded by Pam Jensen, the meeting was adjourned at 9:11 PM EST.

Respectfully submitted,  
Fran Soukup  
Secretary