

## October 6, 2009 LFA Board of Directors Meeting Minutes

Meeting was called to order at 8:09 PM EDT by President, Mike Gerken

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

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

**Financial statements and reports:** Pam Jensen reported all expenses are received except for items which were placed on Treasurer's credit card, the statement which had not yet been received. Generally, costs were kept within a reasonable minimum, without damaging the quality of the event. Monies have not yet been received from the auctioneer. However, a statement has been received and monies should be received within the week. Mike Gerken and Pam Jensen will review the premium payouts shortly. A motion was made by Ken Austin to accept the financial reports as presented. A second was made by Venesa Carter. Motion carried.

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

**Advertising:** The LFA ad in LiveAuctions was approved. .

**Facility in Cedar Rapids:** The facility suits the needs of LFA. The rubber mats in the stalls were problematic. Request will be made to be able to add straw in the stalls, if each exhibitor will clean their own stall. Kirkwood Community College has contacted LFA to consider using their new facility as the host hotel site.

**Catering:** Dostal Catering again supplied the Friday evening heavy hors d'oeuvres and Saturday lunch. Dostal Catering will be prepared to have a cash bar in 2010. The event center cafeteria did not open on Sunday. Other options need to be explored for Sunday lunch. Possibly the students will be able to cater that on Sunday. Or, plan to have something available.

**Newsletter:** The newsletter will only go to members, in the future. An email blast will request ads be submitted. Newsletter should include an announcement of elections and the results. Discussion related to the pro's and con's of paper publishing, seeking a volunteer publisher to reduce costs, and, finally, only electronic publishing of the newsletter. The group supported electronic email blasts to include the Presidents letter, class winners, and the high selling males.

**Herdsire Auction:** Six thousand dollars was brought in from the Stud Auction. We need to continue to bring in donations to support the auction from various parts of the country. The auction went well.

**Silent Auction:** \$943 which was less than last year. However, donations were down.

**Vendors:** The vendors were down from last year. However, all the vendors were happy with sales and they intend to be back again next year.

**Llama Bean Drop:** A great success! To be continued again next year. Was a good money maker, with lots of positive feedback from attendees. It was amazing how the game sold out games in advance. It was absolutely a game to be continued in the future. Thanks to Keith Wattigney for putting this game together.

**Website Updates:** Updates are awaiting the receipt of premiums, before publicizing the results of both shows.

**Obstacle Classes:** The water obstacle needs to be either eliminated or moved way to one side of the show arena. The time is available on Friday afternoon. The question is: Is the obstacle worth the \$500 to have this event. If the obstacle event does not take place, what else are we going to offer instead?

**Fall Harvest:** Entries were up. Exhibitors seemed to enjoy it. Premiums will be paid shortly, pending the final receipts and expenses.

ILR requested to hold their Anniversary show in conjunction with LFA. It might be possible for both organizations to share expenses, to benefit each show. We also had input from a member suggesting the Friday show be held as an ILR-SD show. At this time, LFA has attempted to be neutral; it might be perceived as taking sides to hold an ILR-SD show in conjunction with the LFA event. At this time, it seems to just stand and watch and continue to be neutral. The open show seems to be a neutral position without offending anyone or choosing sides.

**Futurity:** Entries were up. Premiums will be coming out as soon as the report from Darrell Anderson is received.

**Sponsored Futurities:** No new requests have been received.

**Election:** Barb Parsons is chairing the election committee. A few names have been submitted to Barb Parsons, but more candidates are needed. The Board does need to seek candidates who are willing to run.

**LiveAuction:** The LFA BOD needs to consider whether the investment in LiveAuctions is worth the money for the low number of bids being received, just to have the exposure out there.

**Youth Futurity:** The Board discussed some of the pro's and con's of a potential Youth Futurity. Ultimately this is a decision for the next Board of Directors in January.

The next meeting is scheduled for November 17, 2009 at 8:00 PM EDT.

On motion of Pam Jensen, seconded by Venesa Carter, the meeting was adjourned at 10:05 PM EST.

Respectfully submitted,

Fran Soukup