

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

Meeting was called to order at 8:13 PM EST by President, Mike Gerken.

Present for meeting were Ken Austin, Venesa Carter, Mike Gerken, Pam Jensen, Doug Overman, Fran Soukup, and Carol Ann Tallmon.

**Approval of minutes of prior meeting:** Carol Ann Tallmon made a motion to accept minutes as presented with one suggested change to verbiage related to consignments. . The motion was seconded by Ken Austin. Motion carried.

**Financial statements and reports:** Pam Jensen reviewed the current financial reports. The board compared our current financial position to where we were at the same point in 2008. Invoices have been sent to non-renewing members and sponsors who have committed to supporting the LFA. Ken Austin made the motion to accept the recommendation by the treasurer to limit the mailing of the newsletter to members only. This motion was seconded by Doug Overman. Fran Soukup made a motion to accept the financial report as presented and seconded by Ken Austin. Motion carried.

Committed sponsors for 2009 are Mike Gerken, \$5000; Ken Austin, Mary Adams, and Pam Jensen, \$2500; Justin Timm and Venesa Carter, \$250; and Carol Ann Tallmon, at some level yet to be determined.

A discussion followed related to premium payments. Without additional financial support, the LFA would not be able to maintain premiums paid in 2008. Under consideration is the idea of limiting payment of premiums to the top five places. This would help us maintain the payouts to the top five. The ultimate goal is to maintain premiums as in the past. All board members will need to work to seek and encourage sponsors for LFA.

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

**Marketing:** Fran Soukup intends to call a meeting of the Marketing Committee in the near future.

Carol Ann Tallmon volunteered to call past members who have not renewed their memberships. Fran Soukup will forward the list of non-renewing members to Carol Ann Tallmon.

Our upcoming e-mail blasts will focus on consignors getting consignments in early to take advantage of possible use in our early advertising. The Jackpot obstacles will be continued in conjunction with the Fall Harvest Open Show.

**Advertising and Catering:** No report.

**Facility:** Pam Jensen reminded members to make their reservations early at the Clarion hotel. The rooms are blocked until September 1, 2009.

**Newsletter:** The Spring newsletter has been mailed.

**Herdsire Auction:** Carol Ann Tallmon has secured the following donated breedings for the Herdsire Auction:

Chilean El Toro – Ken and Celia Austin

Peruvian Patronis – Chris and Venesa Carter

GC's All The Marbles – Tom and Barb Parsons

Fabio's Frenzy – Charlie and Karen Stephenson

Silver Moon's Chiri Alluro – Rick and Mary Adams / Dan and Marilyn Milton

Lock Ness – Larry and Barb Laux

She will report on any additional breedings donated from those contacted.

Fran Soukup will contact the above to request photos and write-ups for publication and marketing.

**Consignments and Auction:** No consignments have been received to date. The LFA will continue to seek only quality animals for a quality sale.

Discussion followed related to the number of consignments to be accepted. It is a delicate balance between accepting a sufficient number of consignments to support the event and yet limiting the quality of consignments to only the best of the best. Fran Soukup made the motion to limit the consignments to 60 with no more than 5 males to be accepted. Sponsors will be given first consideration for the male slots. The motion was seconded by Carol Ann Tallmon. The motion passed unanimously.

Doug Overman made the motion to maintain the minimum bid to \$2000. Carol Ann seconded the motion. The motion passed unanimously.

**Vendors:** Steven's Llamatique will be bringing tack supplies to LFA. Various other vendors, who were contacted at Celebration, expressed interest in vending at the LFA event. Work will continue to seek vendors.

**Fall Harvest Show and the Jackpot Obstacle Courses:** Several board members have been contacted by the general membership to request that we continue the Jackpot Obstacle and Geriatric Obstacle classes. The motion to continue the Jackpot obstacle and Geriatric Obstacle classes following the Fall Harvest Show was made by Fran Soukup and seconded by Carol Ann Tallmon. The motion passed unanimously. The start of the Fall Harvest Show will be changed to 9:00 AM CST.

**Futurity:** The Futurity judges have signed their contracts.

**Nonbreeder Futurity:** No news to report.

**Silent Auction:** Nothing new to report.

The next meeting is scheduled for May 6, 2009 at 8:00 PM EST.

On motion of Venesa Carter, seconded by Doug Overman, the meeting was adjourned at 9:52 PM EST.

Respectfully submitted,  
Fran Soukup  
Secretary