

August 11, 2010 LFA Board of Directors meeting minutes

Meeting was called to order at 8:04 PM.EDT by Ken Austin, President

Present for the meeting were Ken Austin, Mike Gerken, Pam Jensen, Holly Russell, Fran Soukup, and Keith Wattigney. Venesa Carter and Bob Minto were absent.

Approval of minutes of prior meeting: Minutes were reviewed. Bill Schultz moved to accept the minutes as presented and seconded by Pam Jensen. Minutes were approved.

Financial statements and reports: Pam Jensen reviewed the financial reports. Sponsor dollars are down. Those sponsors who are sponsoring are sponsoring at lower levels. There is a \$17,000 difference from 2009 sponsorship levels. After discussion, a motion was made by Fran Soukup, seconded by Holly Russell to accept the statements as presented.

2010 Committee/Department Reports –

Advertising: Report via email from Venesa Carter: Newspaper ads will be coming out in the Cedar Rapids area showcasing the LFA sale/show beginning Sept 4th (first Sunday paper) and will run weekly till show weekend. That's all new as far as advertising.

Sponsorships: Bob Minto reported via email on signage in recognition of special sponsors is being done by Patti Morgan. After discussion, Bob Minto and Holly Russell, as a subcommittee will review fonts, layouts, and spelling before submitting to the Board of Directors for final approval. Patti Morgan is donating the signage to LFA.

Facility in Cedar Rapids: No further updates. It was suggested the hotel deadline for the block of rooms be posted via Facebook.

Catering, Silent Auction, and Vendors: No further updates.

Herdsire Auction: Seven herdsires are being donated for the LFA herdsire auction. These herdsires are included in the catalog, posted on Facebook, and on the LFA website, along with write ups for each herdsire. Mike Gerken still needs to remind donating farms to send or bring posters for the auction.

Consignments and Auction: Report via email from Venesa Carter: Catalog has gone to print. Should be mailed in a few days according to Monica. We have 36 lots in the sale, 4 male the rest female, about 1/2 and 1/2 suri and silky. The quality overall is very good. I will be boxing everything up regarding the sale and sending it onto Darrell Anderson by this weekend. He will go from there collecting registration certs from consignors and reminding people of the DNA requirements.

Marketing: Fran Soukup will contact the Cedar Rapids Chamber of Commerce to try to obtain radio and TV time to advertise The LFA Event.

Proposal from the FFA: After discussion, Bill Schultz made the motion to donate \$750 for the national FFA scholarship for youth, using the monies from the Linda Pierce Memorial funds. The motion was amended to read, “pending no contingencies within the Linda Pierce Memorial Funds.” The donation is to be ear marked as specific to youth scholarship and supervised by the Ag Experience Grant Program. Motion seconded by Fran Soukup. Motion carried.

New Business: Pam Jensen presented the task list for Board members at The LFA Event. Members should be ready to volunteer at the next meeting for the tasks on this list.

The next meeting is scheduled for September 7, 2010 at 8:00 PM EDT.

On motion of Pam Jensen, seconded by Mike Gerken, the meeting was adjourned at 9:07 PM EDT.

Respectfully submitted,
Fran Soukup
Secretary