

## Llama Futurity Association Board of Directors Meeting Conference Call Minutes of December 6, 2011

The meeting was called to order at 8:06 EST by Bill Schultz, President. Present were Ken Austin, Venesa Carter, Bob Minto, Bill Schultz, and Fran Soukup. Ryan Laux joined the meeting shortly thereafter.

The Secretary Report was submitted by Fran Soukup. A motion to approve was made by Ken Austin, with a second by Venesa Carter. The report was accepted by mutual consent.

The Treasurer Report was submitted by Fran Soukup. Some questions were placed by Bill Schultz and answered by Fran Soukup. Bill Schultz was concerned with the lack of detail in the report, for example how much did LFA pay for sod and how much sod was purchased. The report does contain the dollar amount paid for sod in 2011. Further detail is available in the invoice from the service company. Both Fran Soukup and Bob Minto reassured the group that detailed invoices are available for all 2011 LFA event expenses. A motion to accept the Treasurer Report was made by Bob Minto with a second by Venesa Carter. Motion carried.

Fran Soukup is in the process of purchasing a copy of the 2012 QuickBooks program, which should be initiated in January of 2012 for LFA financial record keeping.

### Old Business:

Venesa Carter reported *Llama Banner* has an ad all proofed and ready to go in next winter/fall issue. Publication of this issue has been delayed. Venesa Carter will contact *Llama Banner* to communicate with Fran Soukup in the future, regarding this ad, as she will no longer be a board member, after January, 2012.

### New business:

Bill Schultz proposed the current LFA Board develop the agenda for the 2012 meeting, when new board members first attend the meeting.

- Introduce New BOD Members

- Election of Officers

- Spreading the work and responsibilities of the LFA Board. Volunteers/responsible parties are needed.

  - Event superintendent

  - Advertising

  - Marketing

  - Consignment committee and chair

  - Article development

  - Website updates

  - Administrative website work (listing of show results, sales results, members, etc.)

  - Facebook

Banking- Accounts: Review the possibility of distributing LFA funds into additional accounts to earn income.

Membership Fee Rates: Discuss dropping LFA Membership Fees to \$50.00 per year. Consider changing the yearly time frame from Sept to Sept. to coincide with the Show

and Sale.

2012 Show- Futurity Judges: Begin generating a list of potential judges. Create a time frame in which the judges are secured.

Consider holding dual sanctioned Fall Harvest Show and fun classes.

2012 Advertising Plans & Budget: Prepare and plan for early advertising and promotion, ie Winter Conferences and Celebrity Sales

2012 Sponsor Benefit Review: Maintain the current benefit package as presented in 2011 or make changes prior to seeking 2012 sponsors.

2013 Show Location: Create a sub-committee to look into new locations.

Discuss for 2012 sales viability

Discuss 2012 Claims and Maturity Futurities

Discuss the Herdsire Auction viability

Bill Schultz recognized and acknowledged Ken Austin and Venesa Carter as having contributed a great deal to the communication and progress of the organization.

The next meeting was scheduled for January 10, 2012 at 8:00 PM EST.

Ryan Laux made a motion to adjourn with Venesa Carter seconding the motion. Motion carried. Meeting was adjourned at 9:30 PM EST.

Respectfully submitted,

Fran Soukup  
Secretary