

February 16, 2010 LFA Board of Directors meeting minutes

Meeting was called to order at 8:10 PM. EST by President, Ken Austin

Present for meeting were Ken Austin, Venesa Carter, Mike Gerken, Pam Jensen, Bob Minto, Holly Russell, Bill Schultz, and Fran Soukup.

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, for January 1, 2010 through February 15, 2010. A WI CPA will be completing the income tax forms for the organization, with a saving of \$1700, over previous tax services. Three memberships have been renewed, with one new lifetime member. There are few expenses, this time of year. On motion of Fran Soukup to accept the statements as presented, seconded by Bill Schultz, financial reports were approved.

2010 Committee/Department Reports –

Advertising: Venesa Carter has been working to increase interest and excitement about this year's upcoming events. Ads have been placed in the following publications: Spring and Summer issues of Llama Life II, 8 x 11 ads at \$350 each; American Livestock, a full page ad for \$500; and, the summer issue of Llama Banner for \$500. Fees represent a 15% discount for each of these publications. The BOD urged Venesa to place an ad in the Celebration catalogue. Venesa will contact Dan Milton to see if there is still time in which to place an ad, preferably a half page ad for \$350.

Venesa had also explored other hobby and family magazines but found them to be have costly advertising fees. The cost of a flyer for LFA pre-sale, would be approximately \$2500, which does not seem feasible at this point in time.

Regional newsletters may be further utilized and advertising through Facebook also will be explored.

Facility in Cedar Rapids: Pam Jensen reported updates in the LFA contract with the Equestrian Center. The contract now provides an option to cancel the 2011 and/or the 2012 contract without recourse, provided LFA notifies the Equestrian Center within 60 days of the previous event. A three year contract was approved with this additional working.

Pam Jensen has negotiated with the Equestrian Center to allow the use of straw or hay or bedding material – on condition the stalls are cleaned before we leave or a fine of \$1200 will be assigned. Pam will negotiate with the Ag Leadership to clean those stalls not cleaned by exhibitors. Additionally, LFA will assign a fee to exhibitors who leave without cleaning their stalls. Sod will still be used in the sponsors area and with the sale

stalls. Exhibitors may choose to use sod. . Future announcements and show information will include the hay/straw and cleaning option.

The host hotel has blocked the rooms for event. The hotel information is posted on the website..

Catering: Pam Jensen is contacting both J & L Catering, the facility caterer, and Dostal Catering for bids, menu's, bar, and services. Friday evening will be free foods, but, a cash bar. LFA will still offer free Mimosa's and Bloody Mary's on Saturday, along with the lunch.

Herdsire Auction: Mike Gerken reports there are no new additions to the Herdsire auction, at this time. The donation by Mark and Karen Brant has been posted on the website.

Consignments and Auction: No updates at this time.

Marketing: LFA now has a Facebook page, with 110 fans.

Silent Auction: No further updates.

Vendors: No vendors have come forward, yet. Usually contacts begin at Celebration. There are vendors from last year to be contacted. LFA will actively seek a tack vendor. Bob Minto volunteered to forward a list of vendors from a Michigan show, who might be interested in participating at LFA. Fran will contact these vendors.

Sponsors: Bob Minto volunteered to begin a list of potential vendors, for BOD members to contact. If we each have our assigned potential sponsors, then, each person will only be contacted once, in a consistent manner, with follow-up.

Website updates: Fran Soukup will be adding the photographs of high placing llamas on the website for the Futurity as well as the Fall Harvest Show and high sellers.

Nonbreeder Futurity: Due to lack of interest, it was agreed to discontinue the Nonbreeder Futurity.

Fall Harvest Show: A proposal was made by Fran Soukup for LFA to consider hosting both an ILR-SD show and the ALSA Great Lakes Regional show. The ALSA show could be held in the warming arena, on Friday and Saturday morning, while an ILR-SD show could run in the regular arena. At this time, Barb Parsons, superintendent of the Great Lakes regional show, is willing to explore the feasibility of moving this show to Cedar Rapids. Holly Russell and Fran Soukup volunteered to develop a schedule so that both an ILR-SD show and an ALSA show could be held at the same time. These are to be two separate shows, with two separate judges, and clerks. Pam Jensen did report that Karen Miller is interested in clerking for LFA, for no fee. This would save LFA the fees,

transportation and related expenses to bring in Norma Sides from VA. A big thank you to Norma and Larry Sides for a job well done. If the ALSA show were to run, then, they would need to provide their own clerk. Fran Soukup volunteered to clerk for the ALSA show.

Ken Austin left the meeting due to prior commitments. Pam Jensen assumed the chair position, for the remainder of the meeting. Mike Gerken joined the meeting shortly thereafter.

Obstacle Courses: Holly Russell has found a sponsor to fund the performance/Jackpot classes at LFA. Through work with this sponsor, Holly proposed LFA consider reformatting the jackpot courses to be a class for novice obstacle llamas, intermediate, and expert classes – to allow all to enjoy and yet potentially offer a performance for the public to demonstrate what these llamas can really do. This might be a good marketing target for the local area general public and TV audiences.

Live TV: Fran Soukup made a motion and Bill Schultz seconded the motion to not use Live TV this coming year. Sales and viewing do not justify the expense for continued use of this media. Motion passed unanimously.

Futurity: It is time to be sending contracts to the LFA judges for 2010. The board identified a prioritized list of potential judges for Pam Jensen to contact for both the Futurity and the Open/IIR-SD shows. She will be contacting them shortly..

The next meeting is scheduled for March 16, 2010 at 8:00 PM EST.

On motion of Bob Minto, seconded by Mike Gerken, meeting was adjourned at 9:50 PM EST.

Respectfully submitted,
Fran Soukup
Secretary