

February 3, 2009 LFA Board of Directors meeting minutes

Meeting was called to order at 8:08 PM EST by President, Mike Gerken.

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

**Approval of minutes of prior meeting:** Pam Jensen made a motion to accept minutes as presented and seconded by Carol Ann Tallmon. Motion passed.

**Financial statements and reports:** Pam Jensen reviewed the financial reports. Fran Soukup made a motion to accept the financial report as presented and seconded by Doug Overman. Motion carried.

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

**Marketing:** Fran Soukup reported an email blast, for membership renewal, is placed for within the week.

**Advertising:** Larry Kisner reports the May issue's deadline is coming up. He needs materials and photos of some consignments.

**Facility in Cedar Rapids:** New contracts are needed for everything. The contract for the facility is not yet signed, but is in progress. Fees have increased to \$2000 for the show arena, including 100 stalls, for Sept. 17 – 20, 2009. LFA will need to pay for an estimated 110 stalls at \$25 per stall. Stalls are now all lined with rubber mats, which will hold urine. Exhibitors will need to purchase sod or use plastic mats, cardboard chips, or wood chips. Carol Ann suggested cat litter as an alternative. Straw or other bedding is prohibited.

Vendors will again be placed in the warm up arena. Kirkwood is requesting a fee of \$25/day or a percent of sales. The fee was negotiated down to \$50/vendor to Kirkwood for the event. Vendor fees to Kirkwood will include the photographer.

Other stipulations within the Kirkwood contract: No dogs to run free. No smoking on the grounds. No carry in alcohol. Manure is to go outside the door, near the ramp to the arena, in the concrete area. LFA is requesting a spraying of the facility for flying pests.

Fran Soukup moved to accept the contract, with Ken Austin seconding. Motion carried.

**Catering:** Kirkwood wants LFA to use LJ Catering. However, this is the catering service which failed to show up on Friday in 2008. Kirkwood did agree to allow a bidding process, to include consideration for LJ Catering. Costs for catering were examined for 2008, in comparison to LJ Catering. It was suggested to include a stipulation in the contract that service will be provided. After reviewing costs in 2008,

the board agreed to change to a cash bar on Friday night and only allow an open bar during the sale on Saturday.

**Newsletter:** Pam Jensen requested a President's letter, a Marketing Tip, and an article on the Herdsire auction. Carol Ann Tallmon offered to write the herdsire letter, in conjunction with Mike Gerken.

**Herdsire Auction:** Mike Gerken will continue to lead the coordination of the Herdsire Auction with Carol Ann Tallmon. The group were encouraged to speak with potential herdsire owners and ask that they step up and volunteer, if asked.

**Consignments and Auction:** No consignments have been received to date.

**Vendors:** A list of potential vendors was reviewed, with emphasis in finding a tack vendor. Kirkwood would like LFA to use their tack vendor, but, the tack is very different. Larry Kisner is going to contact Susan Grey to request she again be a vendor.

**Fall Harvest Show:** A suggestion had been received to consider a "People's Choice" show. After discussion, this proposal was rejected. After further discussion, a motion was made by Fran Soukup to hold a Fall Harvest Show, format yet to be determined, and seconded by Keith Wattigney. Motion passed unanimously. The board discussion will continue at the March meeting. Board members were encouraged to think about what is best for LFA.

**Obstacle Courses:** Tabled, pending decisions on the Fall Harvest Show.

**Futurity:** It is time to be sending contracts to the LFA judges for 2009. Pam Jensen, as the person who will send out the contracts, gave a list of proposed judges. Doug Overman requested more time to submit names for consideration. The final list of potential judges will be reviewed at the March meeting.

**Nonbreeder Futurity:** It was agreed to hold the Nonbreeder Futurity on Sunday, before the open futurity, to decrease judging costs.

**Sponsors:** Mike and Wendy Gerken  
Malcolm and Carol Ann Tallmon - Diamond  
Ken and Celia Austin - Gold  
Venesa and Chris Carter - Friends of LFA  
Mary Adams - Gold  
Pam Jensen - Gold

## **Old Business**

**Sponsored Futurities:** The Badgerland Sweepstakes, Barb Parsons, and the Trailer Bash, Justin Timm, are both supported LFA sponsored futurities.

**Photographer:** Pam Jensen will seek a new photographer, starting by contacting the photographer from 2006 – 2007 and move on to a list provided by Kirkwood, if necessary.

**North American Livestock Show:** No updates are available. It was recommended this item be dropped from future agendas.

The next meeting is scheduled for March 5, 2009 at 8:00 PM EASTERN time.

On motion of Fran Soukup, seconded by Doug Overman, meeting was adjourned at 10:02 PM EST.

Respectfully submitted,  
Fran Soukup  
Secretary