

February 8, 2011 LFA Board of Directors meeting minutes

Meeting was called to order at 8:10 PM. EST by Bill Schultz, President.

Present for the meeting were Ken Austin, Venesa Carter, Ryan Laux, Bob Minto, Holly Russell, Bill Schultz, and Fran Soukup.

Approval of minutes of prior meeting: Motion was made to accept minutes as corrected by Ken Austin, with a second by Bob Minto. Motion carried.

Financial statements and reports: No financial reports are available at this time. Tax returns have been completed by Ken Labendeiro, CPA. Monies have been consolidated to one bank account. Bob Minto made the motion to continue to utilize Citizen's Bank, Roberts, WI as the financial institution for LFA banking. Holly Russell seconded the motion. Motion carried.

New business:

The Board agreed to follow Roberts Rules of Order to conduct its meetings.

Some discussion followed related to the bylaw Article II Section 2.1 and Section 2.2 and Article V Section 5.2. Holly Russell will seek clarification on these articles and report back at the next meeting.

Sponsorship – Fran Soukup reported a sponsorship inquiry for an upcoming show, this summer.

GoTo Meeting – The cost of using GoTo Meeting for the LFA business via phone conferencing will be \$468.00, dating from February 3, 2011 to February 3, 2012.

Membership Dues - A suggestion to reduce the annual membership fee to \$50 was presented by Venesa Carter. The suggestion was tabled for now, until a comprehensive market plan is developed.

Request to the LFA Board - Fran Soukup presented a request to support the Montana Rescue Llama effort. Ryan Laux made a motion to respond as “The support of rescue llamas was not within the mission of the LFA.” Venesa Carter seconded the motion. Motion passed. Fran Soukup will respond to the inquiry.

Cedar Rapids Host Hotel – Bob Minto reported the Kirkwood Hotel is not available due to a football game that weekend. Therefore, he has explored other options. The Country Inn & Suites will have a block of rooms under LFA, for a price of \$89 plus tax. The number of rooms in the block were reviewed. Bob Minto will report back to the board with further details on this facility.

Cedar Rapids Equestrian Center – Bob Minto is the primary contact for the Equestrian Center. An update on contract negotiations was given: Fifteen stalls will be available on Wednesday. Further stalling will not be open until after noon on Thursday,

September 15th. He will inquire as to access of the wash racks at an earlier time. An answer has not been received as to alternatives to sod for use in the stalls. The electricity in the warming area is already at a maximum capacity. To place stalling and fans in the warming area, a generator would be required. Bob Minto will check into rental of generators with construction cording. The Student Crew is being contracted for the fee of \$500. The role of these students needs to be made clearer, including how many and when the help is needed. Discussion followed related to the use of these students to support sponsors as a perk for sponsorship.

Advertising – Venesa Carter stated no new ads were planned at this point in time. Fran Soukup suggested LFA using the previous ad copy in email and Facebook blasts. There is a need to update the LFA email list. Ryan Laux has contacted Llama Sales List, but the owner was reluctant to sell this list of addresses. Fran Soukup will follow-up with ILR and Jerry Ayers to obtain pricing information for their email lists.

Marketing – A comprehensive marketing plan is needed to include membership dues, vendor charges, advertising monies, sponsorship for shows, as well as by members, and to address the mission of The LFA. Ken Austin volunteered to chair this subcommittee. Fran Soukup will send out an email blast to solicit members to join this subcommittee. Bob Minto also volunteered to be part of this subcommittee.

LFA Sale – By mutual consent, Darrell Anderson was identified as auctioneer for the sale. Ryan Laux will contact Darrell to confirm him as auctioneer. Ryan Laux proposed a \$300 consignment fee with 20 percent commission on all consignments, with a minimum starting bid of \$1000. Discussion followed briefly. However, the board felt a written proposal was needed for review. Ryan Laux will submit the proposal via email. The board may then examine the proposal and respond via email vote not later than Friday, February 14th, at 6 PM WST.

The next meeting will be scheduled for February 22, 2011, at 8 PM EST.

Fran Soukup moved to adjourn the meeting, with a second by Ryan Laux. The meeting was adjourned at 10:30 PM EST.

Respectfully submitted,

Fran Soukup