

January 12, 2010 LFA Board of Directors meeting minutes

Meeting was called to order at 8:01 PM. EST by President, Mike Gerken.

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

2009 General Election results: Pam Jensen, Bob Minto, Holly Russell, and Bill Schultz were elected to the LFA Board of Directors. All were welcomed to the board, where their contributions will be greatly appreciated.

LFA Board of Director elections:

The officers for the 2010 year are as follows:

Bob Minto nominated Mike Gerken for President, seconded by Bill Schultz. However, although Mike appreciates the confidence in his leadership, Mike reminded the board that he had announced last year, that 2009 would be his last year as President, as this is his last year on the Board of Directors, he feels someone new should take up the position. Venesa Carter was nominated by Bill Schultz but declined the nomination. Pam Jensen nominated Ken Austin, seconded by Venesa Carter. Ken was unanimously elected President. At this point, Mike Gerken turned the meeting over to Ken Austin.

Venesa Carter nominated Keith Wattigney for Vice President, seconded by Bob Minto.. Keith was unanimously elected Vice President.

Ken Austin nominated Fran Soukup for Secretary , seconded by Bill Schultz. Fran was unanimously elected as Secretary.

Venesa Carter nominated Pam Jensen for Treasurer, seconded by Fran Soukup. Pam was unanimously elected as Treasurer

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

Financial statements and reports: Pam Jensen reviewed the financial reports, for November, 2009 through January 11, 2010. On motion of Fran Soukup to accept the statements as presented, seconded by Mike Gerken, financial reports were approved.

.Pam reported a considerable savings to LFA by changing to GoTo Meeting as the teleconference provider. Annual costs for this service will be \$580, with unlimited ability for teleconferencing, including subcommittees.

2010 Committee/Department Reports –

Advertising: Venesa Carter accepted to lead the advertising efforts. She would like to see advertising in regional newsletters and will work to publish a flyer to create excitement about the LFA Sale.

Facility in Cedar Rapids: Pam Jensen reported the need to sign either a one year or three year contract with the Equestrian Center at Kirkwood College to lock in the dates and the current cost for use of the facility. Discussion followed regarding the disadvantages of the two options. Bill Schultz moved, seconded by Bob Minto to obtain the three year contract with the Equestrian Center facility. The motion passed unanimously with the caveat to verify no penalty, in writing, if The LFA were to decline the use of the second and/or third years of the contract.

The stalls were discussed. Sod is expensive, both for the exhibitor and LFA. The only other option would be cardboard chips. Pam Jensen will explore offering cardboard chips to exhibitors for purchase in a group of three per stall. Registration materials will attempt to make explicit this offering with a reminder that hay, straw, or other bedding materials are prohibited.

Registration materials are also to emphasize the need for exhibitors to purchase tack stalls. No free tack stalls will be available. There are no free community stalls available. Tack stalls could be shared by exhibitors. Exhibitors could request stalling near other exhibitors.

The hotel options were discussed. Kirkwood College has a new hotel within walking distance of the Equestrian Center for a set fee of \$89 per night. This facility offers a dining area, run by culinary students, a bar, swimming pool, and other amenities. Pam Jensen is to request a block of 40 to 50 rooms, to be held until September 1, 2010. Information will be updated on the website.

Catering: Dostal Catering and J & L Catering were discussed. Dostal has provided meals for the last several years, with attendees happy with the fare. However, there has been a steady increase in costs. Pam Jensen will explore catering options for the upcoming year. Keith Wattigney will take responsibility for providing snacks during the auction.

Herdsire Auction: Mike Gerken will continue to lead the coordination of the Herdsire Auction. Mike requests that people interested in donating a breeding to their herdsire be directed to contact Mike so that he may follow up with these farms to obtain information for advertising and promotion before and during the sale.

A donation of a breeding to Northwest Tonto has already been received from Mark and Karen Brant, Twin Lakes Llamas.

An offer has been received from Dr. Kristy Brown to be the commentator during the sale. After discussion, Mike Gerken will continue to be the commentator during the sale, while Kristy Brown will be invited to do the commentary during the walk through.

Consignments and Auction: The committee members are Holly Russell, Keith Wattigney, and Venesa Carter, with Venesa as lead.

As chair of the Consignment Committee, applications are to be sent to Venesa Carter, who will then send a copy of the application and the applicant's check to Pam Jensen, as Treasurer. Photo's of accepted consignments are to be forwarded to Fran Soukup.

Marketing: Facebook was discussed as a marketing option. Fran Soukup will set up Facebook with help from Venesa Carter. This seems like a great opportunity to get the word out there on LFA. Email blasts will continue to be sent approximately every two weeks until summer, when emails will be sent every week to promote consignments and the World Futurity event.

A future email blast is to focus upon Sponsors. It needs to be made clear that sponsors may target the use of their donations to food, the bar bill, the obstacle courses, etc.

Silent Auction: Mark and Karen Brant have graciously donated a one week stay at their home in St. Croix, Virgin Islands, all expenses except a rental car and food will be provided. This donation will be used to open the sale.

Karen and Mark Brant have asked the LFA to issue a challenge to others across the country to meet the donations being offered by those from Michigan, including Mark and Karen Brant, Gary and Janet Brant and other Michigan llama folks.

Vendors: Fran Soukup will assume responsibility for the vendors. Board members were encouraged to seek vendors for the event. Fran will contact Stevens Lamatique as a tack vendor.

Website updates: Fran Soukup continues to maintain the LFA website. The website is nearly current, pending information being brought forward from this meeting. The herdsire and offspring payouts section of the website has been corrected as much as possible to reflect payouts to individual herdsires.

Fall Harvest Show: Discussion was held related to the Fall Harvest Show. It was felt that in 2010, this show would continue to be an Open Show. LFA needs to remain neutral and 2009 had increased entry numbers. Some discussion was opened related to potentially combining the LFA event with a regional ALSA show and ILR event. More information is needed from all parties involved, including determining interest. Discussion will continue with a potential for maybe offering these additional events in 2011 or 2012.

Obstacle Courses: Holly Russell agreed to be liaison for the obstacle courses provider. She may seek a new provider, who is innovative and novel in planning the courses.

Futurity: It is time to be sending contracts to the LFA judges for 2010. The board is to submit a short list of judges to Pam Jensen for consideration by the board at its next

meeting. Keith Wattigney proposed sending the list to members to vote for the judges of their choice. Fran Soukup will explore the costs of Constant Contact to provide this service. Who could vote would need to be clarified, as many members do not join until either consigning or registering for the Futurity.

Pam Jenson proposed to thank the Wattigney's for providing the Shrimp Boil on Thursday nights by recognizing a \$1000 sponsorship on behalf of Keith and Patti Wattigney. A motion for the sponsorship to Wattigney's was made by Fran Soukup with a second by Mike Gerken. Motion carried.

Sponsored Futurities:

Barb Parson's request for the Badgerland Sweepstakes was approved for \$1000.

Justin Timm's request for sponsorship of his Camelid Extravaganza Futurity was not approved at this time. It was felt it was too close to the event. Ken Austin will contact Justin for further information and clarification of his role, if he were funded. LFA would like to continue to support Futurities in the northwest. However, at this time, more follow up and promotion by the event is needed.

A request from Monastic Fleece to sponsor Argentines in the Park was declined as this event seemed to focus on a limited group of llamas and farm.

The next meeting is scheduled for February 16, 2010 at 8:00 PM EST time, with an optional meeting date of February 9, 2010.

On motion of Keith Wattigney, seconded by Mike Gerken, meeting was adjourned at 9:27 PM EST.

Respectfully submitted,
Fran Soukup
Secretary