

Minutes Board Of Directors Meeting, June 28, 2011

The meeting was called to order by President Bill Schultz at 8:08 PM, EDT. Courtnee Benson, Venesa Carter, Ryan Laux, Bob Minto, Bill Schultz and Fran Soukup were present. Ken Austin was absent.

The Secretary Report for May 24, 2011 was approved by mutual consent.

The Treasurer's Report of May 23, 2011 was accepted by mutual consent.

Show – Report submitted by Bill Schultz.

The Futurity ribbons have been ordered but not Fall Harvest ribbons.

The clerk, Kay Berg, has been confirmed and the announcer, Eric Olson, has also been confirmed.

The Premium Book and classes were approved.

The schedule for the weekend was approved.

The Futurity Judge roster for potential judges was discussed.

The Pay Out schedule for the Futurity, as published on the LFA website, was discussed. Bob Minto moved to continue the payout schedule as currently published as the basis for this coming year. Venesa Carter seconded the motion. Motion passed.

Rick Anderson has agreed to act as photographer, supplying a CD for use by LFA, with photographs of all the activities for the events, for a sum of \$300.

Facility – Report by Bob Minto.

The catering contract was reviewed. The menu is similar as in the past. The vendor assured us it will as good or better as in the past. They also carry liability insurance related to liquor distribution. The caterer will pick up liquor from Sam's club, if we pay in advance.

Bob Minto still needs to identify a veterinarian to be on call. A veterinarian who is familiar with llamas is desirable.

The carpet is cleaned. Bob Minto is coordinating. Speilman's has agreed to supply the tables and the stage, as in the past.

Sponsorships – Report by Bob Minto.

Mike Gerken still needs to confirm sponsorship level. Skousen's are planning on sponsoring. The Board needs to keep working on sponsorships.

Advertising – Report by Venesa Carter.

The Cedar Rapids Chamber of Commerce will start advertising around Sept. The "Llama Life" ad is coming up. Kirkwood College will be contacted, for additional exposure in the local community.

Marketing – Report by Fran Soukup.

Fran Soukup is pursuing vendors, with some interest from those vendors at The Gathering.

Sale – Report by Ryan Laux.

Consignments, including verbal commitments are at 25, as of today. Ryan Laux has just started contacting people. The drop dead deadline was set for July 15th.

Catalog advertising – Report by Ryan Laux.

Advertising rates include set up by Llama Banner. Advertisers are to send ad copy to Able Publishing, attn.. Stephanie, with CC to LFA. Payment isto be made to LFA, not Able, as LFA is

paying a set rate for the catalog, based upon the number of pages. After discussion, the following rates were determined:

Full page - \$250

Half page - \$150

Quarter page - \$100

Business card - \$25

Herdsire- Discussion led by Ryan Laux.

Discussion was as to how many herdsire donations to obtain and the venue for the auction. A silent auction was decided upon for a total of 6 herdsires. Herdsires will be featured in the catalog, on the website, and be provided a stall with sod. If the herdsire is not present, a poster will be set up. A box will be provided to collect the bids, with a minimum of \$500. Bidding will close prior to the start of the LFA Auction. The venue and number of herdsires was accepted by mutual consent.

Claims Futurity – Report by Ryan Laux.

A separate listing of Claims Futurity entries will be included in the show program, which will be available upon arrival at the Equestrian Center. Claims Futurity entries will also be listed online with ILR # and link, Name of owner, llamas, but, no write up.

The next meeting was scheduled for July 19th at 8 PM EDT.

A motion was made to adjourn by Ryan Laux, with a second by Bob Minto. Motion passed. The meeting was adjourned at 8:40 PM EDT.

Respectfully submitted,

Fran Soukup
Secretary.