

March 16, 2010 LFA Board of Directors meeting minutes

Meeting was called to order at 8:05 PM. EST by Vice President, Keith Wattigney; at 8:07 PM EST, Ken Austin joined the meeting and led the meeting.

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

Pam Jensen made a motion to move to Executive Session. The motion was seconded by Keith Wattigney. Motion passed. Meeting went in to Executive Session at 7:08 PM EST and returned to general session at 7:37 PM EST.

Approval of minutes of prior meeting: Minutes were reviewed. Venesa Carter moved to accept the minutes as presented, with correction of vendor to sponsor under sponsorships, and seconded by Bob Minto. Minutes were approved.

A motion was made by Holly Russell to accept the minutes sent out via email. Email containing minutes is to request a receipt for acknowledgment of receipt of the minutes. Board members will have 48 hours to respond. A majority of 5 will constitute acceptance of the minutes. Second was made by Keith Wattigney.

Financial statements and reports: Pam Jensen reviewed the financial reports, for January 1, 2010 through March 16, 2010. Pam Jensen requested approval for use of Wipfli from Eau Claire, WI as the provider for completion of 2009 taxes at a fee of \$1200. Taken as a motion, the second was made by Bill Schultz. Motion carried. 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 reviewed the costs for the various publications advertising the LFA event. She advised the board there would be on-going advertising taking place, throughout the spring and on into fall. Refer to the financial statements for more details on advertising expenses.

Facebook free advertising is not worth the effort to place these ads. Fran Soukup will forward information related to paid advertising to Venesa Carter.

LFA Marketing Brochures: Fran Soukup inquired if LFA wanted to make the LFA Marketing Brochures available to the general public. After discussion, it was felt the brochures should be available as a service to members. A reminder of the availability of the CD with marketing materials will be sent out to every one as a benefit of LFA membership.

Facility in Cedar Rapids: Pam Jensen reported the contract as having been signed. No further updates, at this time.

Catering: Pam Jensen has contacted both J & L Catering, the facility caterer, and Dostal Catering for bids, menu's, bar, and services. Bids are expected back this coming week.

Herdsire Auction: Gary and Janet Brant are donating a breeding to the herdsire auction. Listing and link of Karen and Mark Brant's herdsire have been posted on the website.

Consignments and Auction: Venesa Carter proposed the minimum bid be reduced. Following discussion, Fran Soukup made a motion to set the minimum acceptable female bid at \$1500 and the male minimum acceptable bid at \$1000. Second by Bill Schultz. The motion carried with 6 in favor and 1 against. The board made the decision to accept 55 quality females and 5 quality males for the sale.

Silent Auction: No further updates. Bill Schultz volunteered to work with Fran Soukup in this area.

Vendors: No updates.

Sponsorships: Bob Minto will be sending lists of potential sponsors to contact for each of the BOD members. With the help of Pam Jensen, he will also be sending potential lists of sponsorship areas, such as meals, gas give away, bean drop, etc.

Fall Harvest Show: Keith Wattigney reported the ALSA Board of Directors has accepted the proposal for holding the Great Lakes Regional Show on Friday, September 17 and 18, 2010 in conjunction with the LFA event. The proposal for scheduling for the weekend of September 17 – 19, 2010 was submitted to the LFA BOD. The consigners meeting was moved back to Friday evening, September 17th. An ILR-SD sanctioned show will be held on Friday, September 17, 2010. Bill Schultz made a motion to accept the tentative schedule as submitted, with the above clarifications. Second by Venesa Carter. The motion was amended to read: The LFA will hold both the ALSA Great Lakes Regional Show and an ILR-SD Fall Harvest Show using the proposed schedule. The motion carried unanimously. Announcements will be made of this decision via Facebook and email blasts. Pam Jensen will proceed with hiring the ILR-SD judge and sanctioning of the show. Barb Parsons will identify a superintendent and initiate the details of the Great Lakes Show planning.

Obstacle Courses: Holly Russell suggested LFA drop the Jackpot Obstacle and the Geriatric Obstacle classes, as the need for performance classes can be fulfilled by entering the ALSA show's performance classes. It was agreed to drop the Obstacle classes from the LFA event, for this year.

Futurity: Pam Jensen reports the following judges have agreed to judge the LFA World Championship Futurity: Alaine Byers-Holzhauser, Philip Feiner, and Val Townsend. Two of three contracts have been confirmed and received by Pam Jensen.

The next meeting is scheduled for April 20, 2010 at 8:00 PM EST.

On motion of Bob Minto, seconded by Pam Jensen, meeting was adjourned at 10:33 PM EST.

Respectfully submitted,
Fran Soukup
Secretary