

March 5, 2009 LFA Board of Directors Meeting Minutes

Meeting was called to order at 8:07 PM EST by Vice President, Doug Overman.

The Silent Auction was added as an additional agenda item. Mike Gerken joined the meeting to chair the meeting.

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, with a few grammatical errors which were corrected. Motion seconded by Venesa Carter. Motion carried.

Financial statements and reports: Pam Jensen reviewed the financial reports. Carol Ann Tallmon made a motion to accept the financial report as presented and seconded by Ken Austin. Motion carried.

The income and expenses were reviewed in relation to number of consignments needed to support the sale and show. Additional information will be requested as to the contents of Darrell Anderson's contract. It was suggested that some of the perks for sponsors be decreased, such as free hotel rooms and free stalling. Allocations of money for premiums, judges, show costs, ribbons and trophies were reviewed. It was agreed, we all need to recruit LFA Sponsors.

The online auction service was discussed. The 2008 basic fee and services was \$2340. The board felt it was of value as bids pushed the sales, even though only a small number of llamas were sold through online sales. The 2009 contract is to include a reminder to provide sufficient cable so as to be able to view the sale animals from multiple angles. A request for data related to the number of actual bids is going to be made. Pam Jensen moved to renew the online auction contract, with the above additions. Carol Ann Tallmon seconded the motion. The motioned carried unanimously.

2009 Committee/Department Reports –

At 8:54 PM EST, Mike Gerken requested a motion to enter executive session. Pam Jensen so moved and seconded by Fran Soukup. Motion carried. At 9:08 PM EST, Carol Ann moved we leave executive session; seconded by Larry Kisner. Motion carried.

Marketing: Fran Soukup reported the email blast software to be effective in sending out announcements. A full page ad was submitted to SCLA, in conjunction with Larry Kisner in advertising. SCLA will also publish the article "LFA The Things We Do."

A membership campaign article was submitted to Lamalink, rewarding members for recruiting new members. Awards for highest number of new members and highest

number of new members attending the national event will be free advertising space in the newsletters.

It was suggested LFA BOD follow-up on why past members have not re-enrolled. Carol Ann Tallmon offered to personally contact these past members, given a list of names to contact. A discussion followed on when to consider a membership expired, as many do not renew until they either consign or submit entries for the Futurity. Pam Jensen will provide the current and past membership names. Fran Soukup will update the website.

Advertising: Larry Kisner reports the May issue's deadline is coming up. He needs materials and photos of some consignments, as well as sponsor information. The current list of sponsors has been submitted to LamaLink.

Facility in Cedar Rapids: Nothing new to report. Hotel rooms have been blocked. Information is posted on the LFA website. Kirkwood has suggested a photographer who would seem to meet LFA needs of a CD with identifiable photos, in a timely manner. The contract with this photographer is close to completion. LFA will pay the vendor fee for the photographer.

Catering: Larry Kisner and Deb McDougall are seeking a bid from Kirkwood's recommended LJ Catering. It was suggested someone would be sought to donate the munchies for Saturday afternoon.

Newsletter: The newsletter is in the process of being published. Over all, please note that advertising is almost nil.

Herd sire Auction: Carol Ann Tallmon has been contacting farms from around the country. A potential six farms have agreed to enter their stud in the stud auction. Of these six, Ken Austin will enter El Toro and Venesa and Chris Carter will enter Peruvian Patronis. Carol Ann will continue to contact more farms and to follow-up on those who are not yet confirmed.

Consignments and Auction: No consignments have been received to date. LFA will continue to seek only quality animals for a quality sale.

A process for publishing photo's of accepted consignments for website publication and email blasts was discussed. Once a llama has been accepted in the sale, the photo will be forwarded to Fran Soukup for publication. No photo will be published, unless the consignment has been accepted.

Vendors: A list of potential vendors was reviewed, with emphasis in finding a tack vendor. Carol Ann Tallmon has leads on two vendors/sponsors. The vendor contract has been published on the website, if any one has need to work with a potential vendor. Fran Soukup is taking the vendor applications to Celebration to seek additional vendors.

Shawn Norman has submitted a proposal to LFA requesting use of the LFA logo plus verbiage - The Llama Futurity Association --on t-shirts, hoodies, cups. In exchange for use of the logo and title of the organization, Shawn Norman would remit 15% of gross sales to LFA. Discussion followed. Fran Soukup made a motion to accept the proposal. Keith seconded the motion. After discussion, the motion was amended to include approval pending review of the graphics, with examples to be submitted to all the LFA Board members. Board members are to reply, Yes, or, No in support of the proposal.

Fall Harvest Show: After considerable discussion, Carol Ann Tallmon made a motion to continue to have check in on Thursday, no show on Friday, but to continue the Futurity and sale as usual. Second was made by Doug Overman. Motion did not carry.

Doug Overman made a motion to have check in on Thursday, to hold an Open Show on Friday, with Futurity and Sale, as in the past. Second was made by Keith Wattigney. Motion carried unanimously. The same established age and fleece divisions as we have had in the past will be supported. This will be a premium only show. The show will begin at 10:00 AM CST. Fran Soukup will publish the premium book and schedule on the website.

Obstacle Courses: Obstacle courses are to be discontinued. The Jackpot Obstacle courses are not financially supported.

Futurity: Judges were discussed. A potential list of candidates were reviewed, and identified. Pam Jensen will contact the list of judges related to availability and interest. The list of judges will be confirmed and voted upon at the next board meeting. Carol Ann made the motion to approve the tentative list and Pam Jensen seconded the motion. Motion carried.

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

Silent Auction: Carol Ann has a person who is willing to donate an etched glass llama. Carol Ann Tallmon is donating a concrete llama, as it was such a success, last year. Pam Jensen is donating two hand knit llama vests.

The next meeting is scheduled for April 8, 2009 at 8:00 PM EST.

On motion of Carol Ann Tallmon, seconded by Pam Jensen, the meeting was adjourned at 10:42 PM EST.

Respectfully submitted,
Fran Soukup
Secretary