

**OABA Board of Director's Meeting
1-21-2010**

Present: Jeff Bradford, Joe Osborn, Bill Goebel, Rick Johnson, Nora Custer-Haberbusch, Jana Lee Harris, Laura Lee, Marilyn Wentworth

1. Before the regular meeting, the Website Committee talked briefly about improvements being made to the site. Dennis Radesic will write an OABA Online Procedures Manual for producing the online version of Ohio Alpaca Life for future reference.

2. Treasurer's Report – Rick Johnson

A. Balance in Checking	\$103,287.76
Balance in Money Mkt.	<u>\$ 36,873.09</u>
TOTAL	\$140,160.85

B. Rick moved the account to a different bank for better rates. He'll sign the forms.

C. There was discussion regarding an audit. It could cost as much as \$12,000, so instead, Rick, the current Treasurer, will review the past three years to be sure everything is in order.

D. The Treasurer works directly with the chair of the Membership Committee. There have been 21 renewals since the 2010 membership year began. People who joined at AlpacaFest 2009 will have the whole year (2010) included in their membership. The new Membership Committee will decide if memberships rotate from time of check or the January – December calendar year.

3. Education Committee – Marilyn Wentworth, Liaison

A. We need a new committee chair. Marilyn will run the committee until we find someone. Jeff said he will work on finding a new Chairperson.

B. We need speakers for the OABA Quarterly meetings and AlpacaFest.

C. Jennifer Folkman was suggested as a contact, she is in charge of Youth for AOBA. Marilyn will contact her.

4. Fiber Committee – Jana Lee-Harris, Liaison

A. Jana is also a board liaison who is looking for a chair for her committee. She has discussed the position with Dorea Tomlinson, but no decision was reached. If Dorea can't do it, Jana would like to ask Louise Goebel. Jana will continue to try to reach Dorea first.

5. Fund Raising Committee – Laura Lee, Liaison

- A. Discussion was raised about the need for this committee. Fund raising is involved in AlpacaFest, the new magazine, membership, etc., so an individual committee may not be productive.
- B. Jeff moved to disband the Fundraising Committee and remove it from the website.
Nora seconded the motion.
Motion passed - unanimously.

6. Government and Livestock Committee – Bill Goebel, Liaison

- A. Bill reported that this committee wasn't very active last year. Mr. Claude Custer was the former Chairman. Bill will ask him if he'd like to continue to serve and then let Rick know the answer. Rick will also become the new Liaison to this committee. This committee should be working on establishing relations with other livestock organizations to learn from them and to make them aware of the benefits of alpaca ranching, and learn what techniques they employ to be successful.
- B. Bill would like to see it move forward with an emphasis on getting the survey completed by all OABA members. The survey will help us to provide hard economic data to government agencies so they understand the impact of the alpaca industry in Ohio. There was discussion on changing to "Survey Monkey" but Bill wants to maintain the survey the way it is for more in depth data analysis possibilities.
- C. The survey is very long and involved. It asks personal and financial questions. Only 14 have been turned in. Jana had the idea to send a postcard to members about 2 – 3 weeks before April 1st to remind them to send in the survey, since they will be working on their taxes and the data will be right in front of them. This idea was expanded to include returning the postcard to OABA (P.O. Box 172, Blacklick, OH) to be included in a drawing at AlpacaFest 2010 for a free membership for 2011. All agreed that this is a good idea.
- D. Jeff will get the member list from the website and be in charge of getting post cards out. Marilyn will help.

7. Long Range Planning Committee – Jeff Bradford, Liaison

- A. This important committee drafted a plan last year, but no action was taken. It is involved with the future of all of the committees, so Jeff feels passionately about getting it up and running. We need to have a clear vision for OABA. Jeff will look for a dedicated chairperson.

8. Marketing Committee – Laura Lee, Liaison

- A. This committee is closely involved with the new magazine, so Laura will continue to serve as the Liaison. Nora had been assigned this position during her absence at a board meeting, but didn't feel comfortable with it because marketing isn't her strongpoint.

9. Magazine Committee – Bill Goebel, Liaison

- A. Laurel Shouplin, Editor, and Nora had a meeting. They discussed the possible look of the magazine. Bill suggested they make decisions about the layout, number of pages, ad space, sizes and costs, and present estimates for the cost of the software to publish it. This will come to the full BoD for approval. We also need to solicit articles. We need to move quickly, the first issue is due in March.
- B. Magazine Name – *Ohio Alpaca Life*
Marilyn moved to use the name *Ohio Alpaca Life* after much brainstorming. Joe seconded. This name was approved unanimously.
- C. Submitting articles and magazine content - Jana has asked Dorea Tomlinson to submit an article and Marilyn asked Alicia Rocco. All articles are due by the 1st of the month the magazine goes to print. They will be reviewed by the BoD, since we are liable for the content. We will create standardized boilerplate for every edition stating the names of the BoD, the editor, contact info, and the fact the content doesn't necessarily represent the view of the entire Board.
- D. Joe will check if our Board insurance covers the magazine as well as AlpacaFest, and the quarterly meetings.
- E. Bill repeated the suggestion made during the magazine committee meeting that Jeff, as President of OABA, write a "Letter from the President" for each edition. This would serve as a means for Jeff & the board to communicate with the membership.
- F. Every Board member should submit a picture of themselves, their board position, the committees they're working with, and a brief introduction of 75 words or less to Bill as soon as possible for the magazine.
- G. We agreed it's OK if the magazine doesn't make money right away, but we think the ad space will fill up soon and it will be in the black.
- H. The magazine will come out in hard copy and online four times per year. Membership updates will only be in two of the hard copy magazines. All online versions will have updated, current membership info.

10. Membership Committee – Jeff Bradford, Liaison

- A. Kathy Klay is stepping down as Chair and Judy Klein will take her place. Kathy is a neighbor of Judy's and will help with the transition, as will Rick.
- B. The new chair will be responsible for keeping the website membership current, removing info about farms and herdsires when people haven't renewed, and letting people know when their membership is expiring.
- C. There will be no standalone hard copy of the OABA Membership Book this year.
- D. The President will send a welcome letter to each new and renewing member, emphasizing the need for committee work. The magazine will also list all committees and the need for help.
- E. Should we send one hard copy of the magazine to all 1100 Ohio alpaca farms? Many aren't members of OABA. The magazine could drive people to join. It could cost over \$10,000. Decision tabled.

11. Public Relations Committee – no liaison

- A. This committee no longer exists. Everything is public relations! Bill will make sure it's removed from the website and correct other committee info on the site.

12. Venues for future AlpacaFest Shows. – Joe Osborn

- A. Joe is checking on venues in Cleveland and Sunbury which are less expensive than the Ohio Expo Center. Jeff will visit them too. We are hoping to move the show in 2010 or 2011 at the latest.

13. Fleece Show for AlpacaFest 2010?

- A. Discussion was held on the expenses vs. the benefits to the alpaca industry.
- B. We will go forward with the fleece show hoping we can recoup the cost of the 2 judges by cutting costs on the venue. If we need to consider canceling close to the show, we will do that. We will still have Spin Off, Skein, and Fiber Arts because they make money and benefit the fiber industry and artists.
- C. Joe will schedule the halter and fleece judges and finish getting the show AOBA certified. He uses Cheryl Ross, Esq. to make the contracts.

- D. Jana is unable to be Fleece Superintendent this year, but will serve as the BoD Liaison. She has written a “Cookbook” on how to run the Fleece Show. Joe and Nora will work on a similar procedural book for AlpacaFest.
 - E. Bill suggested we run a seminar on skirting fleeces. We will look for a time to do that since we really want to encourage people to enter the fleece classes at AlpacaFest. The February Quarterly Meeting doesn’t allow enough time since it’s scheduled around the Judges Certification. Maybe the summer meeting will be better.
14. OSU Camelid Conference – Joe Osborn
- A. No count is available. He’s working with closely with OSU.
15. Website – Bill
- A. We now have special e-mail addresses for selected functions.
 - B. Do we need the Blog? Discussion around this topic led Jeff to ask Nora to maintain the Blog by writing in it once a week. The e-magazine could send people there too, via a link.
 - C. BoD should review Board and Sponsors’ Incentives and make recommendations for changes to Jeff by February 1st.
 - D. BoD should review their committee’s purpose and make recommendations for changes to Jeff by February 1st.
16. Liability Insurance and Lawyers – Joe Osborn
- A. Joe is waiting to hear from 5 companies about the insurance. He’ll add the magazine to our list of needs. Insurance is due in May.
 - B. Jeff will contact Cheryl Ross, Esq. regarding helping OABA if we need legal counsel.
17. Email Blasts – Jeff Bradford
- A. Discussion on keeping our same company or changing. Jeff will compare prices to get the best deal.
18. New Business
- A. Discussion about selling ad space on the OABA website. Decision tabled until further website improvements have been implemented.

B. Jeff will sit in on all committees sometime during the year.

19. Jeff moved to adjourn. Jana seconded. Meeting adjourned at 10:43 PM

Respectfully Submitted,

Marilyn Wentworth
OABA Secretary