

Alpaca Breeders of the Rockies

Board Meeting Agenda

October 21, 2009

6:00 PM

Parker Fire House

Meeting call to Order

Sawyer

Meeting called to order at 6:44

Kim

Present: Kim Sawyer, Becky Zierer, Julie Averch, Ann Danielson, Ron Hinds, Kim Kastner, Carl McGill
Absent: Marci Milius (excused), Tom Costner (excused), Beth Blonder

Item 1. Calendar of Events

Becky Zierer

Julie

Averch

Budget should be going out soon

Nov meeting optional and Dec required meeting for new board members

Fall Festival Nov 7 & 8

NWSS Nov 20th last date to sign up

GWAS go live 16th of Nov for early bird stalls only

Item 2. Treasurer's Report

Ann Danielson

Look for a place for a new CD

Try to get 6 month CD's

Reviewed 2010 Budget and will get it out to membership

Review 2009 budget v.s. actual

Item 3. Old Business

1. Election update

Marci Milius

Returns must be postmarked by Oct 20th (verify with Marci)

Should have results in a week

2. Google Refresher Hold until Jan

Julie Averch

3. Long Term Strategy

Kim Sawyer

a. Placards

Provide cards with strategy on one side with info regarding alpacas on the other side will discuss in Nov.

b. Items to work

Fiber herd business model = Becky will send to Kim S.

Board and Long range planning committee should come up with the next item for us to work on. Also ask the members for feedback at the next quarterly meeting in November.

Item 4. New Business

1. Suggestion Form
Sawyer

Kim

Zierer

Becky

Reviewed the prior form that Diane Cribley had – will modify the form and add what item from the long range planning should be work on next.

Forms should go to the secretary to compile & submit at the next BOD meeting.

2. Member emails

Kim Sawyer

a. I Love Alpacas – Phil Neas

It doesn't appear that I Love Alpaca would want an organization to join at the same price as in individual farm. The tone of the email also seemed as if they wanted ABR to subsidize the ad campaign. ABR does not have the funds Ann, Julie, Ron, Becky, Kim and Kim all voted no. Carl will call Phil and see what the actual details are.

3. Julie's proposal for vendor/display booths for next year. This is already being done at GWAS so don't see why not do it at Fall Fest. Although vendors sometimes complain, this is a great avenue for our farm members.

Item 5. Officer Committee Reports (rotated each month)

Marketing Tom
Costner

Fall **Fest:**

- ~~Front desk~~ Front desk volunteers being sources from CSU. Have new contact this year and sent to Andrew to coordinate. ABR volunteers are to provide a lunch break for the CSU students. Cost estimated at \$300 in the FF budget.
- ~~Date changes~~ Date changes for the GWAS sign not completed. Awaiting update for printer. (Tom created and sent to Peter).
- ~~Visitor parking signs~~ Visitor parking signs being developed. Have not heard back on whether this is covered by the signage budget or marketing. No cost estimate yet.

NWSS

- ~~Flier~~ Flier for 2010 GWAS needs to be produced.
. Updated two 11x17 posters for show. One promotes GWAS 2010 and second is for downstairs directing guests to upstairs product booth. (Tom prepared and sent to Peter)
- ~~Need to contact Becky~~ Need to contact Becky on items to rent – tables, carpet, chairs. Expense is in the budget for 2010.
- ~~Need to have an email blast~~ Need to have an email blast reminder to sign up for event

GWAS

- ~~Magazine ad in Alpacas Magazine~~ Magazine ad in Alpacas Magazine completed (Tom completed and sent)

- ~~Need~~ to produce email blast for signup and stall reservations
- ~~Need~~ an update on using Ayers Public Relations again this year and if there will be any local print circulation ads.
- ~~Need~~ to contact CSU about front desk coverage again

FIBER

SYMPOSIUM

. Created 1/2 page ad and sent for program (Tom created and sent to Jillian Stern)

Secretary
Milius

Marci

Education/Fiber

Kim Kastner

Survey going out to membership on what they want see for next year

What items should be continual each year and what new programs are wanted

Can we ask members what format they would like to see the programs, webinar

Fiber – Mary Madison is interested in chairing the committee. Kim will contact current co-chairs to determine if they have the time to commit to continuing to chair.

Membership
Hinds

Ron

294 Members

Info on membership drive in newsletter

270 Farms

14 Businesses

10 Associate

Will start working on maps in December, members will be happy

Vice President
Zierer

Becky

Public Relations Committee – meeting monthly

Would like a page on the website & are hoping to have ready by the end of the year

ABR Strategy Implementation Task Force (not committee) – Youth. Implies that this is not a huge time commitment like committee does which may get more members to participate. Becky will start working on this

Shows and Events
Blonder

Beth

GWAS Live in Nov, Ads are done, need 4 or 6 coordinators

Fall Fest -

Communication

Julie Averch

Newsletter Committee

Website Committee

Item 6. Good of the Order

Look at rescue options next year with a task force or donations to youth groups

Email from Parker Firehouse asking if we were going to use for meetings next year

Looking for meeting space with internet checking out the library

Update newsletter to show \$5 for brunch

Kim is going to look into using South Metro meeting rooms for education seminars

Next Meeting – November 18, 2009

6:00 pm

Parker Fire House

