

**Alpaca Breeders of the Rockies  
Board of Directors Meeting  
April, 16 2008**

**Present: Ann Danielson, Becky Zierer, Suzy Rosenkranz, Tom Costner, Denise Haines, Carl McGill, Lynn Boak, Ron Hinds, Jody Sharp**  
**Not present: Beth Blonder**

**Tactile Arts Center**

**Dianne Denholm**

The BOD met at Tactile Arts Center, located within Tamarac Square Shopping Center. The owner, Dianne Denholm informed us about the history and purpose of the center. She explained that it is a place for organizations to hold meetings and give and attend fiber and textile arts classes. They offer membership on Individual, Organization and Business levels. They offer cross advertising with ABR on our websites. They promote collaboration between different arts and organizational groups. Their ultimate mission is to sustain arts in our culture by sharing events and speakers. They welcome instructors to do spinning and dyeing classes etc. Becky Zierer suggested that this would provide ABR with an opportunity to introduce other artists to alpacas. Our members could also join Tactile as an individual and display their work there. ABR could use the facility as a Community Center. Dianne handed out informational pieces to board members. The cost for the center would be about \$20 per hour with a minimum of 4 hours. Their website is [www.tactilearts.org](http://www.tactilearts.org) . **The board will discuss membership at a future meeting.**

**Meeting call to Order at 7:15**

**Carl McGill**

**Item 1. Approval of Minutes**

**Jody Sharp**

The March minutes have been approved and posted on the ABR website.

**Item 2. Treasurer's Report**

**Ann Danielson**

Ann reviewed the current budget numbers with the board.

First National Bank	\$179,780.02
Wells Fargo	<u>15,884.28</u>
Total Checking	\$195,664.30

Integrity Bank CD #52622	\$ 23,040.49
Integrity Bank CD #50345	<u>22,787.95</u>
Total Cd's	\$45,828.44

Grand Total	\$241,492.74
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Ann reported that the status of our CDs has not changed. We will roll the Wells Fargo account into a CD.

We discussed the role of Hoberts and if expansion of their services is needed. Carl feels that what they are doing now is working well. Ann reported that their response time is

good. We need to keep them informed about what's going on within ABR so they can answer questions when people call them for information. When they answer phones they can refer people to the appropriate ABR member.

Carl McGill will send them a list of phone #s for board members.

Tom Costner asked how much money has been spent and charged to Marketing since Jan 1, 2008. Ann will get him this information.

Carl asked how much was spent last year on the Fiber Committee. Ann will send that information to Suzy.

### **Item 3. Old Business**

#### **1. Bylaws committee reorganization for two new members** **Lynn Boak** **Becky Zierer**

Becky has finished writing the job descriptions for the two new proposed Board of Director positions. Those positions are Director of Camelid Health and Director of Fiber. Lynn has initiated a new Bylaws Committee with eight members and they will meet next week. They will review the bylaws to be sure that there is no conflicting language in the bylaws. The committee will also review the job descriptions for the two new board positions.

#### **2. GWAS update** **Becky Zierer** **Update on logo**

The new GWAS logo is finished and needs to be put on all GWAS forms. Amy Moulton has updated the ABR website with the new logo.

Seven hundred forty-four GWAS stalls have been sold as of this meeting. We have also sold eighteen booths at the Fiber Fiesta and we have twenty-nine vendors with 40 vendor booths. The GWAS Committee will meet next Sunday. Everything is on track. A new GWAS pin with the new logo on it has been made and will be given to exhibitors and volunteers at GWAS

#### **3. Nationals at Salt Lake City** **Becky Zierer** **Sponsorship**

The 2008 AOBA National Convention has three hundred registrations so far, including thirty-eight from Colorado. Tom Costner and Ann Danielson will get together to discuss ordering 1000 can cozies or another similar item to be given out for ABR marketing at the National Convention. Tom will order the cozies for us.

#### **4. Rose Bowl Float** **Becky Zierer**

Becky reported that the AOBA Rose Parade Task Force met last week. They have raised \$35,000 for the float. The support from the AOBA board had eroded. AOBA was not accepted to have a float in the 2009 Rose Bowl Parade. Less than 20% of the members donated. Kim DeVos will discuss this with the AOBA board. Becky will be on a conference call tomorrow night with Kim DeVos to see if the board decides to proceed with raising money for the 2010 Rose Bowl float.

In an effort to raise money for the AOBA float, Becky has already purchased a basket containing glasses with a rose painted on them and a bottle of Dom Perignon. This basket will be auctioned off at the GWAS Live Auction. Becky will report back to us after tomorrow night as to whether AOBA is going to continue this venture. Donated money will go back to the donors if AOBA decides to discontinue efforts to have a float in 2010.

#### **5. Update on BOD Job descriptions**

**Jody Sharp**

Jody reported that she is working on updating the job descriptions for ABR board positions. **Board members who have not updated their job descriptions need to send their updates to Jody.**

#### **6. Increasing National Western Stock Show presence**

**Beth Blonder**

Carl reported that he and Becky Zierer met with Bill Angell from National Western today. Bill would love to increase the presence of alpacas at the Stock Show. Marvin Witt, Assistant Vice President at National Western, really likes the idea of having a greater alpaca presence there also. They discussed how ABR could be involved more in the Stock Show. Carl's concern is that ABR volunteers are stretched pretty thin with our two big shows and it would be difficult to do another AOBA based show. National Western couldn't support 1400 alpacas for a big show during the Stock Show. Bill would like to have a 2 day alpaca event in the arena. It was suggested that we could have something like an exhibition and performance event for the public. Bill is checking into the housing of alpacas. We can't use cattle space because of health issues. Three hundred to seven hundred alpacas might be workable. They could be stalled in a tent area. This would be a non-AOBA event. The Stock Show would be a perfect place for 4-H kids to do performance and obstacle events since the Stock Show caters to families. It would be nice to have a plan worked out before GWAS starts so that we could we could advertise the Stock Show alpaca event during GWAS.

Bill will send ABR a proposal and then we can have the Shows and Events Committee discuss it and report back to the board.

#### **7. AFCNA show in Denver**

**Carl McGill**

Carl could find no information on this. **Carl will call Robin Gilmore.**

#### **8. Addition of legal council**

**Lynn Boak**

Lynn talked to Star Waring, an attorney interested in being legal council for ABR. She wouldn't charge a referral fee and would discount her fees for us. She already has ranchers and farmers as clients. Lynn recommends her as our legal counsel.

**Lynn Boak moved that we retain Star Waring of Boulder for our legal council. Denise Haines seconded the motion. The motion was passed with a unanimous vote of the board.**

#### **9. Audits**

**Ann Danielson**

Ann has spoken with three different auditing firms about a financial audit for ABR. A member of one of the firms suggested a review instead of an audit, because a review is

less expensive. **Ann will contact those firms again to further explore having an audit or a review for ABR.**

## **Item 4. New Business**

### **1. April and August quarterly ABR meetings**

**Suzy Rosenkranz**

The May quarterly meeting date has been moved to the last week in April because of GWAS. The August meeting date will remain the same. **Ron Hinds will send a reminder out to the membership about the upcoming April meeting.**

### **2. June 4-H FFA**

**Denise Haines**

Misty Wetstone has a group of kids wanting to do 4-H with alpacas. She is working on putting together a 4-H Alpaca Extravaganza at the end of June. She is inviting all 4-H groups in our four state region to participate. They would do things like egg races and performance shows. It's a two day family event. She would like to have alpaca fiber artists to be there doing demonstrations. She needs \$1800 to lease the Cheyenne Frontier facility. The Suri Network has donated \$900. Misty still needs \$900.

Misty is also coming to GWAS with 27 kids and their alpacas. ABR will sell stalls to them for the Early Bird price. The Suri Network is paying for those stalls.

**Denise Haines moved that ABR donate \$900 to the 4-H FFA Alpaca Extravaganza in June 2008.**

**Lynn Boak seconded the motion.**

**The motion did not pass.**

**Denise Haines moved that ABR donate \$900 to the 4-H FFA Alpaca Extravaganza in June 2008 and that the check be made out to the facility where the event will be held and dispersed at the time that the contract is signed.**

**Lynn Boak seconded the motion**

**The motion was passed with a unanimous vote.**

### **3. Directory Update**

**Ron Hinds**

Ron has completed the ABR directory and given it to Irwin Steiner for printing. The directory has 72 pages. It includes 264 farm members, 13 businesses and 15 Associate members across sixteen states from Oregon to Wisconsin to Texas and Arizona. We are printing 1500 copies.

The current membership in ABR as of April 1, 2008 is 267 Farm Members, 13 Business Members, and 15 Associate Members for a total count of 295 members.

### **4. Use of Tactile**

**Everyone**

Diane Denholm will email a sample contract to Becky Zierer. **Becky will email it to the BOD for review and it will be discussed by the ABR BOD again.**

**5. National Sweepstakes Booth**

**Becky Zierer**

Carl reported that the National Alpaca Sweepstakes has offered an informational table to ABR at no charge to advertise Fall Fest or other events. In exchange for that advertising space, they would like four or five ABR volunteers to work at the Sweepstakes. They need help with ring stewarding and gate keeping. We will accept their offer and ask for volunteers at the quarterly meeting.

**Item 5. Officer Committee Reports**

Most of the officer reports were covered previously in this meeting.

**President**

**Carl McGill**

**Affiliate Congress**

**Vice President**

**Lynn Boak**

**Long Range Planning  
Government relations**

**Secretary**

**Jody Sharp**

**Communications**

**Denise Haines**

**Newsletter Committee  
Website Committee  
Add minutes/official info to Website**

**Education**

**Suzy Rosenkranz**

**Education Committee**

**Fiber Committee**

**Suzy Rosenkranz**

Suzy Rosenkranz reported that the first ABR Fiber Committee meeting this year will be held tomorrow night. It will be a teleconference.

**Marketing**

**Tom Costner**

**Marketing Committee-**

**Membership**

**Ron Hinds**

**Membership Committee**

**Shows/Events**

**Beth Blonder**

**Paid positions**

**Good of the Order**

Tom Costner reported that ABR has the following advertising in place for GWAS: Colorado Way of Life, Mountain Neighbor, Prairie Times, and TV spots ready are to run 388 spots in a 10 day period. Your Hub has a 3,000 word document that he's hoping

they will publish. We also have a PR releases with 3 images in Colorado community newspapers.

The ABR Marketing Committee is doing 10 days of saturation in media.

Alyson Lynch has the GWAS Scavenger Hunt underway.

Brenda Gallagher will buy the new ABR exhibit piece for us.

Easels have been delivered to us. Cards for easels will be here tomorrow.

Fifty 4x9 postcards will go out with 15 easels to restaurants and hotels and alpaca related businesses (Castle Rock Feed, Big R, etc.) on Monday.

Peter Ziek has 55 easels about the Denver Fiber Fiesta ready to go to yarn stores.

Tom will put information on website after we take down registration information.

Llama Link had all events on their free calendar.

Denise Haines reported that Amy Moulton quoted \$300 to make changes to the website so that it will no longer have a dual sign up.

## **Next Meeting – May 14, 2008**

**Face to face**

**Parker Fire Station**

**Beth Blonder will bring dinner.**

**Meeting adjourned at 9:10 PM**