

Minutes  
ILR BOD MEETING  
Wednesday, Sept 14, 2016 - 8:00PM ET

Meeting was called to order at 8:05 by President Sean Hart

Attendees

ILR BOD		
Sean Hart	President	Present
Linda Hayes	Vice-President	Present
Debi Garvin	Secretary	Present
Harvey Pool	Treasurer	Present
Ron Wilkinson	Member at Large	Present

Others in Attendance

Name	Role	Purpose	Time
Matt Rector	BMC	BMC Update	9:50-10:05
Susan Hannah	Operations Manager	Office Update	8:00-8:30
Steve Auld	IT Committee Chair and ILR IT Consultant	Update on website	9:15-9:30

SET DATE FOR THE NEXT MEETING – October 12, 2016

**OFFICE REPORT**

- Trophy bases came in this week and we will be getting a bill for them soon. The total bill should be around \$7,700.00
- The idea of offering a free transfer with a new membership was brought up. Susan also brought up the idea of running a year-end special on registrations and transfers.
- Ron felt we should look at a package “Winter Special” to entice registrations and transfers.
- Susan was able to get Kim access to the accounts so she could start providing us P&Ls.
- Susan provided us with the dates she will not be in the office.
- Susan received a phone call from a gentleman who works for the State of Idaho. He said the first lady of Idaho is on a school safety campaign, and she is using a llama in her promotions. The gentleman asked if ILR could recommend someone who could bring a llama to the live promotion.
- Susan is also posting all the llama commercials currently airing on facebook
- Board members discussed what limitations should be placed on an Executive Director regarding showing and selling llamas. Where experience with llamas was a criteria the Board wanted, discussion ensued about possible perceived conflicts of interest. More discussion in the future. For now Susan will contact our accountant regarding IRS guidelines around conflict of interest and paying a member as the Executive Director."

- Linda made a motion to close applications for the Executive Director on September 30, 2016. Ron seconded, motion carried.

#### **Show Division Management Committee Update - Ron (Matt called in at 9:50)**

- The SDMC was discussing whether to rebate ILR money for the dinner at the Gathering, since it was over budget. The SDMC also discussed having a better plan to go forward with the dinner at next years Gathering.
- The SDMC is also discussing whether to have 1 or 2 judges and oral reasons at the Gathering. The problem with 2 judges is if neither places the animal 1<sup>st</sup> then how valid are the reasons. The suggestion was to create a survey for the SD membership and send it out. Debi can send the survey out if the SDMC will create the questions.
- The SDMC will be meeting tomorrow night to discuss the issues.
- Susan suggested the SDMC check with the facility to find out what the rules on bringing food in would be. Matt will be checking – Sean indicated the contract prohibited us from bringing in our own food.
- The SDMC will be looking at making sure the costs are under control for any catering or meals that are served.

**2016 Eastern Championship Show** – on schedule and full speed ahead. Everything in order.'

**2016 Western Championship Show** – on schedule and full speed ahead. Everything is in order

**WEBSITE REPORT – Steve Auld 9:10** – The Andresen group has given us a September 30 date to have the website complete. However, they have not responded to Steve in the past 3 weeks. Steve will be communicating with them and try to firm up deadlines and expectations as the project is taking longer than expected. Sean will reach out to the group to find out what is going on.

#### **PRESIDENT'S REPORT –**

- Contract for Cattle Congress needs to be approved by the BOD and signed. Linda made a motion to approve the contract. Debi seconded. Motion carried.
- Sean will wait to send the email out regarding the website until he hears from the Andresen group.
- The Budget committee will consist of Harvey, Ron and Sean. Budget will be presented to the BOD by the November meeting for approval.

#### **VICE PRESIDENT REPORT - Linda – nothing to report**

#### **SECRETARY'S REPORT – Votes by email**

- Approve the August minutes
- Approve the Executive Director position and eblast
- Another eblast providing the deadline for the Executive Director position will be drafted, sent to the BOD for approval and sent out on Monday September 19, 2016. The deadline will be September 30<sup>th</sup> for submission of proposals.

## **TREASURER'S REPORT – no report other than the P&L that Kim sent**

The P&L for August YTD for both the Registry and Show Division was submitted by Kim Romero, the ILR bookkeeper. Due to limitations converting Excel, these will be listed as BOD minutes for Sept 15 and Sept 16.

## **COMMITTEE REPORTS**

- IT- Debi/Linda – Steve will be contacting the Andresen group
- CCC- Sean/Harvey – no report was provided
- Pot-O-Gold – Harvey will be the BOD rep for PotOGold. PotOGold only has two entries this year. PotOGold Committee should relook at the requirements and come up with suggestions.
- UAP – Linda sent us a document to approve clarifying the UAP. Sean made a motion to approve; Harvey asked for a listing of all original verbiage and the changes. Linda and Ron went over the changes. Debi seconded the motion. Motion carried.
- Promotions and Marketing – Debi and Ron
  - Ways to promote** – the eblast was sent out announcing the fiber merit system; the fiber committee would like to expand the merit system to the guidelines
  - Mother Earth News Conventions** – Kristy Brown is looking at the cost for advertising in Mother Earth News.
  - Hobby Farm** – the P&M committee would like to recommend that we put the I want a llama ad in Hobby Farm magazine. The cost is \$565.00 per issue. Hobby Farm is published every 2 months for a total of 6 issues per year.

Debi will be sending out an eblast asking for new advertisers and offering 20 free postcards for any new and renewing advertising.

## **OLD BUSINESS**

No Old business

## **NEW BUSINESS**

No additional new business other than what was in the committee reports.

Linda made a motion to adjourn. Sean seconded – motion carried

## Action Items – Sept 2016

Item	Responsible persons	Status
Harvey to research old minutes and find the older proposals for specials and fee reductions	Harvey	
Ron to draft a proposal and submit to the Promotions Committee and Board	Ron	
Check with Kim to check on any potential conflict of interests with an Executive Director	Susan	
Contact the Andresen Group regarding the website update	Sean	
Keep in contact with the Andresen Group	Steve	
Approve Contract with fairgrounds	Sean	
Clarify food and catering issues with the Cattle Congress	Matt	
Have Mary Jo send check to National Cattle Congress for deposit on fairgrounds	Susan	
Revisit PotOGold and come up with new ideas to promote	Harvey	
Get treasurers report to Debi for inclusion in the minutes	Harvey	
Draft eblast providing deadline for the applications for the Executive Director	Debi	

## Action Items 8/10/2016

Item	Responsible persons	Status
Talk to EC about the Indiana State fair hosting the Gathering	Sean	In progress
Ask Kim to send us a P&L and balance sheet each month	Debi	Done

Ask Steve to give us a report on the Andresen Group and some timelines Debi	Debi	Done
Get Pot of Gold numbers from Susan	Debi	Done
Clean up and finalize UAP announcement	Linda	Done
Send eblast about the UAP	Debi	Will do
Send out eblast with the Organizational Chart	Debi	Done
Email Governing Board to see if anyone has the minutes from the last meeting	Sean	To be done
Draft eblast to membership regarding website	Sean	To be done
Get total number of llamas, guanacos, vicunas, crossbreds and alpacas registered in 2014 and 2015	Debi to ask Susan to pull together the information	Done
Look into a system for making transfers more attractive	Promotions and Marketing Committee	In progress
Work on wording for guidelines change to incorporate EC suggestions	Business management Committee	In progress

Respectfully Submitted,

Debi Garvin  
ILR Secretary