

AGENDA

ILR BOD MEETING Wednesday, August 9, 2017 - 8:00PM ET

CALL IN NUMBER:

ACCESS CODE:

CALL TO ORDER – by Harvey at 8:06 PM ET

Attendees

ILR BOD & Staff		
Harvey Pool	President	
Linda Hayes	Vice-President	
Ron Wilkinson	Secretary	
Mark Smith	Treasurer	
Sean Hart	Member at Large	
Kristy Brown	ILR Executive Director	
Susan Hannah	ILR Operations Manager	

Others in Attendance - None

SET DATE FOR THE NEXT MEETING – September 13, 2017

OFFICE REPORT - SUSAN

- Ron moved and Sean seconded to drop Kim Romero as bookkeeper and to add Kim Lewis as the new bookkeeper. Carried unanimously.
- Sean moved and Linda seconded that payroll checks be prepared by Kim Lewis and that we allow use of Mark's signature stamp. Carried unanimously.
- Still need to prepare a written agreement with Steve Auld for trade of ILR fees/dues for his IT consultation. Harvey will discuss the specifics of the agreement with Steve and the BOD will vote at the next meeting.
- SDMC terms have expired for several members. Sean will email the Governing Board to determine which members are interested in being appointed. Once we determine interest the BOD will make appointments and determine whether to appoint additional members at large.
- Have received inquiries about BOD minutes not being up on website. Kristy is working on getting them posted, as well as the Governing Board minutes.
- The BOD has requested that the Calendar of Events keep shows listed for at least a year. It hasn't been working that way. Paul is working on a fix. To change it to a drop down menu by year, might be the best solution, and will require about 4 hours work. Susan will work with Paul on the best solution.
- Zoie, our high school worker, will be leaving for college on the 22nd. Susan has arranged for a replacement to begin after school starts. Harvey moved and Linda seconded that we approve a \$50 gift card in recognition of her service to ILR. Carried unanimously.

EXECUTIVE DIRECTOR REPORT - KRISTY

- Has met with Sierra Club Media specialist about marketing ideas including use of her software to generate a listing of over 300 magazines that serve our targeted demographic. Kristy has prepared a “Dear Advertising Director” letter to send to those publications to ascertain whether we can work for some free advertising.
- Media specialist recommended that we consider purchasing some Facebook ads. They provide better bang for our buck and reach a much larger audience.
- Kid’s Adventure with Pack Llamas TV special coming up. Outdoor TV network is coming out to her farm to do a special on llama packing. (10 to 30 minute show)
- Phone options – Ron moved and Sean seconded that we delete the separate phone for Kristy and shift the \$30 month to Facebook advertising
- Webinar Options
 - Must license to use webinar service. Two best choices would cost approximately \$2,000. Discussed the possibility of using “Facebook Live” similar to the live streaming from the LFA sale during The Gathering this year. Kristy will investigate the Facebook option.
- Newsletter update – waiting on The Gathering show results and information on next year’s Gathering. Will include photos of BOD members – need to send in to Kristy by next week.
- Exploring possibility of being able to list achievement on

SDMC UPDATE – Matt Rector –

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SECRETARY'S REPORT –

- July minutes were approved by email

TREASURER'S REPORT – Mark

ILR Treasurer's Report – August 2017

	7/1/17	8/1/17
General	\$6,678.49	\$6,816.68
ILF	\$4,291.87	\$4,291.94
Gathering Show	\$11,735.03	\$4,713.25
Division	\$7,628.04	\$7,628.04
Petty Cash	\$354.06	\$255.76
Savings	\$88,724.44	\$88,724.44
Total	\$119,411.93	\$112,430.11

- Matt still has some checks to deposit for The Gathering and there are still a few outstanding bills.
- Sean raised a question regarding the monthly transfer to savings that does not appear above. Harvey confirmed that the transfer was made. Will check on the reconciliation to sort it out.
- Our current free lease (part of the agreement with sell of the building) runs out in just over a year. We need to begin exploring our options for when our free lease runs out.

COMMITTEE REPORTS

- IT- Kristy – Andresen Group is making good progress on their part. Receiving a proposal from Jockey Club. Finishing up the links to new webpage.
- CCC- Ron – Committee met. Ron and Sean unable to make the call.
- Pot-O-Gold – Harvey – Have not met but working on adding committee members
- UAP – Linda - Nothing to report
- Fiber Marketing- Ron – Nothing to report at this time
- Promotions and Marketing – Kristy – All included in the Executive Director’s report

New Business:

- Harvey raised the possibility of dropping youth dues. After discussion it was agreed to refer to the Promotion & Marketing committee for a recommendation at the next meeting.
- RMLA has a large supply of the book – Caring for Llamas & Alpacas – would make available to ILR for a discount price. Will explore options and discuss at the next meeting.

Old Business – see Ongoing Action Items below

- Sean requested that each Governing Board committee send their reports to him prior to the next meeting.

ONGOING ACTION ITEMS:

Item	Responsible persons	Status
Investigate option for increasing ILRSD Shows	SDMC	Ongoing
Check with Allen regarding the issuance of invoices for dues in October. Bring proposal to the BOD.	Susan	Not done
Develop GB procedures to go along with the guidelines	Harvey and Ron	Not done
Develop procedures regarding judges files and access to and distribution of such	Sean to contact judges committee	Kristy to ask judges committee to establish procedures

Explore changes to policies on use of Country of Origin names, including use of Argentine identifier	Ron, Harvey, Kristy	Ongoing
Work with CCC and AOA to include AOA into the CCC upon their BOD approval and modify systems accordingly	Linda	Waiting for AOA Board approval
Check on options for using WebEx for the ILR annual business meeting	Kristy	Pending
Reconcile the Accountants QB reports with Harvey's reports and identify where the discrepancies come from	Kristy and Harvey	Ongoing
Solicit new members for Pot of Gold and revamp program	Harvey and Kristy	Pending
Have Fiber Marketing Committee provide their marketing recommendations to the BOD, consider additional members to be more geographically diversified	Ron	Ongoing
Keep in contact with the Andresen Group	Steve and Kristy	In-progress
Revisit Pot-O-Gold and how to invigorate the program	Harvey and Kristy	In progress
UAP – include youth specific categories to the UAP	Linda	In progress
Begin creating process flowcharts and timelines for ILR Activities (i.e. how guideline changes are sent to the GB, approval, ratification, viewing of all changes prior to implementing, etc.	BOD and Kristy and Susan	Ongoing

Executive Session: Moved into Executive Session at 10:36 PM ET, returned to regular session at 10:58 PM

Adjourn: Linda moved and Ron seconded that we adjourn at 10:59 PM.

Ron Wilkinson, Secretary

Summary of Actions taken:

- Dropped Kim Romero as bookkeeper and to add Kim Lewis as the new bookkeeper.
- Agreed that payroll checks will be prepared by Kim Lewis and that we will allow use of Mark's signature stamp.
- Agreed to delete the separate phone for Kristy and shift the \$30 month to Facebook advertising
- Confirmed email approval of BOD minutes for July 11 regular board meeting.

Minutes approved by email.