

ILR BOD MEETING
Wednesday, March 14, 2018 - 8:00PM ET

CALL TO ORDER - Linda at 8:03 ET

Attendees

ILR BOD & Staff		
Harvey Pool	President	Absent
Linda Hayes	Vice-President	Present
Ron Wilkinson	Secretary	Present
Mark Smith	Treasurer	Present
Sean Hart	Member at Large	Joined call at 8:15
Susan Hannah	ILR Operations Manager	Present

Others in Attendance

Name	Role	Purpose	Time
Norris Berg	Gathering Co-chair	Gathering Update	8:10-8:30

SET DATE FOR THE NEXT MEETING – April 11, 2018

GATHERING UPDATE – Norris Berg – 8:10-8:30

- Need “welcome” letter from the BOD for the show book. Send to Lisa.
- Susan has been very helpful. Will need Pot-of-Gold and UAP info for show books. Probably no entries in Pot-of-Gold last year.
- Getting a few more dollars on sponsorships, but need more.
- Need someone from the BOD to make comments at opening session.
- Aspen Auld will sing national anthem.
- Approximately \$15,000 balance in The Gathering account.
- Motels are reserved and an e-blast will go out soon with information.
- Working on updating website and having it current ASAP.

WEBSITE UPDATE –

- What else can we do with our current site to remove outdated material and update?
 - Provide a link to list and link llama association on ILR website. Will require 2 hours of Allen’s time.
 - “What’s new?” page – Change to “E-Bulletins” and link to a page with all e-blasts for the year. Will require 3 hours of Allen’s times.
 - Clean-up of out of date and duplicated material is needed.
 - General clean-up and refresh of website including the color scheme
 - Ron moved and Sean seconded to authorize up to 15 hours of Allen’s time to provide a link for llama associations, change the “What’s new?” page to an “e-Bulletin” page, remove outdated and duplicated information, and

generally provide a refresh of the website including the photo and color scheme. The motion passed unanimously.

OFFICE REPORT - SUSAN

- UAP entries are due by this Saturday. Will get out awards once everything closes.
- Show Manager has been updated regarding new youth age categories.
- Building update – They would like us to stay as a tenant in the half we are using. Owner would like \$1,000 for rent and \$200 for utilities.
- Ron moved and Mark seconded to authorize up to \$900 rent and \$200 utilities per month for a three-year lease on our current property. Passed unanimously.
- BOD election update – Karen has one candidate identified and is looking for a second candidate. They have their questions for candidates ready to go out.

SECRETARY'S REPORT – RON

- Email approval of February 7 minutes

TREASURER'S REPORT – MARK

Account	1/31/2018	2/28/2018	change
General	20,635	23,670	3,035
Business Checking	194	640	446
Money Market	4,293	4,256	-37
Gathering	15,565	15,516	-49
Show Division	7,628	7,628	NC
Regular Savings	92,784	92,784	NC
		Total Difference	3,395

- Sean moved and Linda seconded to approve the treasurer’s report. Passed unanimously.
- Mark requested Susan to check with the bookkeeper to see if she will provide us a year to date comparison with the previous year.

ILR COMMITTEE REPORTS

- IT- Linda – no report
- CCC – Sean – no report

- Pot-O-Gold – Harvey – no report
- UAP – Ron
 - Question regarding dates on an animal for age categories for awards – currently everything is based on age as of December 31. Some discussion regarding whether there is a better alternative since animals often have earned points in an age division other than their age division on December 31. No decision to make any changes at this time but something that UAP committee should discuss.
 - The BOD members are asked to review UAP and identify questions that they would like to have the committee consider.
- Fiber Marketing – Ron – no report
- Promotions and Marketing – Linda – no report

OLD BUSINESS:

- ILR Budget approval – Mark – postponed until next meeting
- Status of letter on the Pack llama ban in Alaska – Linda
 - Letter was delivered.
 - Linda will let us know if it looks like we should make additional contacts.
- Status of RMLA llama books (invoice was sent by Linda) – Linda
 - Picked up from post office today.
 - Additional books were to be shipped directly to Mark for MLM, etc.
- Review of concerns and suggestions raised by Kristy in her resignation letter – Linda
 - Facebook Marketing campaign ideas -
 - Youth spotlight
 - Farm of the week
 - Throwback Thursday's
 - Agreed that we need to find some people to work on promotion and posting on Facebook
 - Board would like to have information on candidates out earlier before voting occurs.
 - Susan perceives that information on the system's site map is available, but clearly Allen understands it better than anyone else.
 - Made decision tonight on moving forward with rental of office space.
 - Photo archives take space, but shredding is probably not necessary until space becomes a problem.
 - File folder system is our back-up at this point so it does not make sense to dispose of our files at this time.
 - The BOD is interested in broadening promotions to more than shows and the Show Division, but we need to identify individuals who have the interest and will help with moving forward with other marketing ideas.
 - Ron will contact Kristi to see where we are with changing over ownership of IWAL, AAL, and Gathering websites to ILR and with shipping the computer back to the office.
- Still waiting on show fees from NAILE and Eastern Championship show. The invoice has been sent out.

NEW BUSINESS:

- No new business

REVIEW OF ONGOING ACTION ITEMS:

Item	Responsible persons	Status
Consider how to invigorate the Pot of Gold program	Harvey	Ongoing
Keep in contact with the Andresen Group	Steve	Ongoing
Have Fiber Marketing Committee provide marketing recommendations to the BOD, consider additional members to be more geographically diversified	Ron	Ongoing
Work with CCC and AOA to include AOA into the CCC upon their BOD approval and modify systems accordingly	Ron & Sean	Waiting for AOA Board approval

UAP – include youth specific categories to the UAP	Linda	Ongoing

ADJOURN: Moved by Mark and seconded by Sean to adjourn at 9:38 ET. Passed.

SUMMARY OF ACTIONS:

- February 7 minutes were approved by an email vote.
- Ron moved and Sean seconded to authorize up to 15 hours of Allen’s time to provide a link for llama associations, change the “What’s new?” page to an “e-Bulletin” page and combine three links into one page, remove outdated and duplicated information, and generally provide a refresh of the website including the photo and color scheme. The motion passed unanimously.
- Ron moved and Mark seconded to authorize up to \$900 rent and \$200 utilities per month for a three-year lease on our current property. Passed unanimously.
- Sean moved and Linda seconded to approve the treasurer’s report. Passed unanimously.

Minutes approved by email vote on March 15, 2018.