

RMLA BOD Minutes 12-14-11

Rocky Mountain Llama and Alpaca Association, Inc.

Present: Lougene Baird, Jerry Dunn, Geri Rutledge, Ann Bruhn, Dick Williams

Determine a Quorum – all 5 members present Meeting called to order at 6:30pm Mountain time.

II Minutes from last meeting – November 7 , 2011. Were approved by e-mail and have been posted on RMLA.com.

III Treasurer 's report. Motion by Dick Williams to accept the treasury report as presented. 2nd by Jerry Dunn, motion passed.

From Ann: First Bank =	\$ 67,149.63
Wells-Fargo =	<u>\$ 22,210.00</u>
Total Cash Assets	\$89359.63

V Committee Reports –

Bookstore – Ann - Youth Manual has been delivered to Bookstore. Orders are being taken
CFL&A is printed and will be delivered this week.

Bylaws – Lougene. Committee has not received any suggestions for Bylaws changes.

Calendar - Geri. Patti reports calendars are selling well, already have covered expensed.

Education-Jerry – No report.

Events/Marketing - Jerry Six liability signs have been lost and should be replaced. One box of Journals was destroyed. The two way radios must be replaced. Events posted for 2011 to date are the NWSS Llama Show and the St. Patrick's Day Parade. No other events have been submitted to date.

Fiber-Geri. – Co-op had three events in 2011. The Fiber Co-op ended in the black this year because of a successful fund raiser at LOCC. Co-op will not be at the NWSS.

Jerry Dunn motions for RMLA to have a trial period using square.com for payment method in the Fiber Co-op for 2012. Dick Williams seconds and this passes. This is a hand held device that attaches to the phone for immediate payment going directly to checking when fiber is purchased at events.

4-H – Geri – Diana Blair No report was received prior to this Board meeting.

Government Relations –Ann. Teri Baird – No report was received prior to this Board meeting.

Journal - Lougene Sue is now working on the Winter Journal. The publication date has been pushed back several days to allow for events advertising.

Library- Dick - There have been five (5) requests for material submitted in the past year for a total of 22items. All requests were send out to the members and all materials have been returned to the library.

Membership- Ann Barb Hance has reviewed the Web page and sent a few corrections to the web masters, Katy Wegner & Ron Hinds. Pay Pal is up and running on the web, please take a look at your information (www.rmla.com click on "members")and send me (hancelama@att.net) any corrections that need to be made. The renewal notices (with your current info) will be mailed in February, these can be returned by mail with checks, or fax with credit card info or go on line a use pay pal. These will be explained further when you receive your renewal forms. Also at renewal time we urge you to consider advertising on the RMLA web site "Yellow Pages - Service Directory" classified ads or your business card will be seen by hundreds of folks on the web. The renewal form & the Service Directory form will be sent at the same time. Hope you all have great holidays.

Nominations and Elections – Geri - The 2011 Elections were for one position, Bob Hance’s term was up and he was holding the Treasurer position. Ann Bruhn was elected to the Board and assumed the Treasurer’s position. All other positions on the Board remained the same. For 2012 we need to set Election Dates. Two positions will be open Dick and Lougene’s term will be up.

Pack - Dick The most significant event in the past year was the Pack LLama Festival organized by Charlie Hackbarth, et al, in Silverton, CO in September. Approximately 85 people were in attendance and from all feedback it sounds like they had an interesting and enjoyable time. Photo's etc. are available on the Festival website. RMLA was able to help sponsor the event and provide advertising in the Journal.

Publication Coordinator– Lougene.

1. Youth Manual – The Youth Manual has been printed. Inventory is in the Bookstore for distribution. The price per copy is \$6 and includes postage and handling.
2. Caring For Llamas & Alpacas – Third Edition, First Printing is complete. The price is 29.95 plus \$6 per copy for postage and handling.
3. Membership Directory – The Membership Directory layout and design will begin about April 1 for a print date April 30 and distribution to members by the second week in May.

Website – Lougene. The RMLA website has been completed enough to go live. The committee continues to work out the bugs. All members will need a username and password to visit secure sites on the RMLA website. This information has been sent to members. Members will now be able to renew via PayPal or send a check to the Membership committee. Purchases of the RMLA Calendar, Caring For Llamas and the Youth Manual may now be purchased on the RMLA.com using PayPal.

Youth- Dick - Brianna Livengood is a past RMLA Youth member and now Chair of the Youth Committee. She will be starting a RMLA Youth Facebook page so that RMLA can keep in contact with the youth members. She will be sending an article to the journal so that the kids know about it!

V. Old Business

- A. Bobra Goldsmith Award - Deadline is December 15th so this will be done by email.

VI New Business –

- A. Budget. Dick Williams moves to approve the budget as presented with minor adjustments. Geri Rutledge seconds. Motion passes.
- B. E-mail Voting record – Motion: Make the following motions approved by e-mail since the previous Board meeting a matter of permanent record. Motion made by Ann Bruhn 2nd by Dick Williams. Motion passed.
 1. Motion: Establish the price for Caring For Llamas and Alpacas, Third Edition, First Printing to be \$29.95 + \$6.00 shipping and handling. Total \$35.95. Motion by Lougene. 2nd by Dick. Motion passed 11/24/2011.
 2. Motion: Pay invoice from PJs Printing Broker in the amount of \$537.86 for printing the revised Youth Manual. Motion by Lougene. 2nd by Dick. Motion passed 11/27/2011
 3. Motion: Pay New Mexico State sales tax in the amount of \$255.26 for sales tax collected on fiber sales at Taos Wool Market. Motion by Ann. 2nd by Lougene Motion passed 11/28/2011.
 4. Motion: Pay State of Colorado Sales Tax License in the amount of \$16.00 for 2012 and 2013. Motion by Ann. 2nd by Lougene Motion passed 11/29/2011
 5. Motion: The price for the revised RMLA Youth Manual will be \$6 and this will include the Manual, envelop and regular postage. Any profits will be set aside for the next reprint. Motion by Lougene. 2nd by Dick. Motion passed 11/30/2011.
 6. Motion: Pay invoice from AT Conference Service in the amount of \$24.02 for the November 2011 Board meeting Conference call. Motion by Lougene. 2nd by Geri. Motion passed 12/3/2011.
 7. Motion: Approve the minutes of the November XXXXXXX meeting as amended. Motion by Dick, 2nd by Lougene. Motion passed 12/ 10/2011.

C. Membership for 2012 – Group discussion. In order for our projected budget for 2012 to cover our operating expense we need to retain members and gain new members. Using advertising to gain income is also important. We will have a discussion with membership committee about ideas for the upcoming 2012 renewals. An idea discussed was to offer members their business card in the Journal, buy 3 issues get 1 free. We budget for 24 pages in the journal and this could easily be accommodated. Lifetime members would also be included in this offer. We could email blast to offer Service Directory web only advertising to members. Along with this was discussion for collecting data, new member info.

D. Geri Rutledge motions for RMLA to have entry boxes at selected events to enter to win a free year membership to non rmla members. Dick Williams seconds. Motion passed.

Further discussion followed. The first event will be NWSS that Jerry Dunn will manage. Then Geri Rutledge will take the entry box to Golden Plains Llama Conference in Kansas on Feb 18th, and then to Nebraska Llama Conference March 18th. Ann Bruhn will take the box to Fairplay and as other events are discussed, the box will be added.

Follow up from the entry forms will be another work group. We need to call for volunteers to manage the data that we will gather by having citizens register for a free years membership. If citizens offer their email address on entry form, we could have an email blast going to them to join RMLA or advise of upcoming events.

E. Next meeting date. FEBRUARY 8th, 2012

F. The meeting was adjourned at 8:30pm Mountain time