

Rocky Mountain Llama and Alpaca Association, Inc.

Board Meeting Minutes - March 18, 2015 6:30 RMT

The meeting was called to order at 6:33 RMT. A quorum was met. Present were Lougene Baird, Linda Hayes, Brent Holt, Dick Williams and Geri Rutledge.

Treasurer's Report.

Bookstore General Op	\$	1,339.69	
CFL&A Production Savings		11,444.42	
Corporate General Op		4,904.49	
Fiber Committee Reserves		100.00	
Life Member Reserves		5,023.05	10% will TXFR to Gen Op4/1/2015
Liquid Asset		20,233.29	
Marketing/Research Reserves		7,624.44	
Premier Time Savings		23,117.44	
Insurance Reserves		1,000.22	
Youth Reserves		970.11	

TOTAL CASH \$ 75,757.15 As March 16, 2015

FINANCIAL REPORT Bookkeeper report from Marilyn Arnold. February expenses paid were liability insurance (\$1545), D&O insurance (\$800); fiber entry fees for Taos (\$380); postage reimbursed to Dick Williams (\$209.91), Burro Days Fiber Event (\$75). February income was \$1000 gift from Betty Robertson to help cover insurance expenses (this amount was deposited in the ops account and then transferred to the insurance account), \$1340 dues (farm/ranch). \$130 dues (youth), \$352 from Mazuri for membership and journal ads for 2015. All board approved checks have been written and mailed. There are no outstanding bills. All bank accounts have been reconciled as of 2/28/2015. Deposits/Transfers: All deposits and/or transfers have been made to the appropriate accounts. PayPal: All monies in PayPal were transferred to the ops account (2 deposits) and entered into Quickbooks. Requested accounting reports have been sent to the Board.

I. Committee reports -

Bookstore - Lougene - Liaison. Jan Adamyck, Chair. Bookstore sales continue to be low creating cash flow issues. There will be a need from time to time to transfer funds from the Production Savings Account (money set aside for future reprints) to cover bookstore expenses. Bookstore practices have been reviewed and all is in order, there have been no unusual expenditures. Jan is paying some expenses out of her own pocket such as postage, supplies, etc. When the cash flow is low the BOD will make a motion to transfer from the production reserves to support the bookstore. Lougene has created an excel spreadsheet to show the sales and there continues to be a steady decrease as the web/internet and new technology has evolved. Brent added the Insurance coverage does now list the addresses of those who hold RMLA inventory.

Calendar - Lougene - Liaison. Dick Williams and Pat Bradstreet, Co-Chairs. - Calendar – The template is laid out and it appears that there will be room for 24 business card ads. We're darkening the dates so they're easier to read and working on adding the moon phases. A request for photos and ads will be in the next Journal. RMLA will need a new volunteer for the calendar after 2015, this information will be in the journal. The calendar revenue will be transferred from the bookstore to general operations once all

sales from the 2015 calendar are done. The 25 remaining calendars will be split between bookstore and membership to mail out with CFLA and new membership information.

E-Communications - Lougene - Liaison.

- Website and email blasts - Ron Hinds - Chair. We are always trying to change things a bit so the website doesn't always look the same. It tends to more exciting and ups the (google) page rank. If members have any ideas, send them this way and staff will try to add. The website appears to be working at top efficiency with regard to orders and PayPal. : I have checked out other email competitors (to Constant Contact). Although some are cheaper perhaps close to free, quality is extremely low. It is recommended RMLA continue with Constant Contact to distribute email to members. Will compile the latest visitor numbers, traffic and related info in the next few weeks for all to review.
- Facebook - Brianna Cozzetto, Chair - RMLA Facebook has 91 'friends'. Others have been trying to post things more often. Goal for this year is to post events before they happen- if anyone with Facebook experience wants to become an admin we would be more than happy to add them!

Education - Linda Hayes - Liaison RMLA has a number of educational events scheduled. They are all put on by members with RMLA as sponsor. Members who wish to hold events can get their event covered by RMLA insurance just by filling out the request form. We welcome more events. Event information is also publicized in the monthly calendar emailed to members, posted on the RMLA.com calendar and in the Journal.

Events/Marketing - Dick Williams - Liaison. Mary Wickman, Chair. Events – All events submitted for sponsorship have been approved (see events calendar). Dan Schreiner, Silver Sage Llamas in Casper, WY has generously donated some belt buckles, hat pins and bumper stickers which are available to members or to have available for sale at events. Contact Dick Williams for availability and pricing. All proceeds to go to the Insurance fund.

Fiber - Geri Rutledge - Liaison. Jill Knuckles and Cheryl Juntilla, Co-Chairs. Cheryl has updated the consignor form for 2015 and will send out to all current consignors to be signed for 2015. Jill and Cheryl will do an inventory of the Trailer, probably in March, prior to Black Hills event. Black Hills Fiber Festival is just around the corner - April 24 - 26. Just received confirmation from Estes Park that the RMLA Fiber Booth has been accepted as a vendor with a 10 x 20 space. Mary Wickman has the RMLA display and this information will be shared with the fiber booth to display RMLA information when a double space is available.

Finance - Brent Holt - Liaison. Marilyn Arnold, Chair - See Treasury report.

Journal - Lougene - Liaison. Kathy Stanko and Ron Hinds, co-Editors - The Journal staff reports that the Spring Issue is at the printers and will be mailed the week of March 16th. An abundance of great content was received for the Spring Issue. The RMLA Board wants to express their gratitude to the Journal staff for the volunteer work and successful journal publications. Staying within the 32-page format there was not room to include everything received. Several articles were held over until the summer issue. When more articles have been received than there is space, the following guidelines are used to select articles for publishing. 1. Educational information & value, 2. Time sensitivity (i.e., events are very time sensitive), 3. Time relevance (i.e., certain topics are especially pertinent at specific times of the year), 4. Date received (two article were received past the submission deadline). Advertising continues to pick up. Sonja Boeff is doing a great job as Advertising. She reports the spring issue was her first newsletter. RMLA had \$508.60 in advertising this issue but still \$65.40 short to cover print costs. Sonja's goal for the next issue is to at least break even. There were two renewals ads and six new

advertisers. Journal staff thanks all advertisers. The Staff of the Journal thanks you for running a fine organization! We, in our corner of RMLA, are having a lot of fun. Kathy, Ron, Marilyn and Sonja.

Library - Dick Williams, Liaison and Chair. Library – We currently have 4 VHS tapes and 1 DVD out on loan to a member. This member reported that the copy DVD's she just returned skipped quite a bit. Will try to find time to review them to see if this is a disk or player problem. All other material is present and correct.

Membership - Brent Hold - Liaison. Dick Williams, Chair. Membership – We currently have 192 Memberships representing 282 members. This includes – Life Memberships – 29 (45 members), Annual Memberships – 114 (190), Youth Memberships – 28, Young Adult – 1, Honorary – 18. There are 59 Annual Memberships from the 2014 – 15 year who have yet to renew. A reminder has been placed in the upcoming Journal and an e-blast is in the works. Work on the 2015 – 16 Directory will begin during the first week of April with a cutoff around 4/15 and will hopefully go to the printer around May 1st.

Publications Coordinator - Lougene Baird - The Journal, Bookstore, Calendar and Directory Committees are all functioning perfectly as reported in each committee report. All is well!

Rescue - Linda Hayes - Liaison. Susi Hulsmeyer-Sinay, Chair. With spring coming, there have been several animals adopted or moved to forever homes. RMLA is dedicated to educating llama owners on how best to find homes for animals in need.

Youth and 4-H - Liaison Geri Rutledge, Brianna Cozzetto, Chair. Brianna has the current count of Youth Members. Chair has received some entries from youth who are participating in events for the 2015 award. Estes Park Wool Market Silent Auction will be happening again. Saturday morning, closing at the end of the leaping llama competition.

II. Old Business -

1. Review 25th reunion of the Estes Park Wool Market llama show. The committee will be setting up phone conferences to continue the planning of the event. Once the Journal is mailed, it asks for volunteers, and as we seek further members to help, planning continues.

III. New Business

- A. Record of e-mail voting since the last Board meeting.

MOTION: Make the following motions which were approved by e-mail since the close of the last meeting a matter of permanent record. Motion by Dick Williams second by Linda Hayes, motion Passed.

1. MOTION: Approve Llama Activity Workshop for Youth, an educational event organized by Jerry Dunn and Luke Bakken, to be held in Golden CO on March 7, 2015. Motion by Linda. 2nd by Brent. Motion passed February 13, 2015.
2. MOTION: Approve minutes for the February 11, 2015 meeting. Motion by Linda, 2nd by Brent. Motion passed February 13, 2015.
3. MOTION: Approve the Grand Mesa and Kokopelli Classics Shows as a returning RMLA event to be held at the Mesa County (CO) Fairgrounds May 16 and 17, 2015, and

organized by Cheryl Juntilla with Jill Knuckles as alternate organizer. Motion by Geri. 2nd by Lougene. Motion passed February 17, 2015.

4. MOTION: Approve the Estes Park Llama Show to be held June 12 - 14, 2015 at the Fair Grounds in Estes Park CO and organized by Jill Knuckles. Motion by Lougene. 2nd by Linda Hayes. Motion passed February 18, 2015.
5. MOTION: Amend motion to approve Llama Activity Workshop for Youth Event which was approved February 15, 2015, to change the date of event from March 7, 2015 to April 11, 2015. Motion by Lougene. 2nd by Brent. Motion passed February 27, 2015.
6. MOTION: Reimburse Mary Wickman for Events Committee postage in the amount of \$23.03. Motion by Lougene. 2nd by Brent. Motion passed March 5, 2015.
7. MOTION: Pay AT Conferencing \$53.55 for February invoice for BOD conference calls. Motion by Lougene, 2nd by Brent. Motion passed March 7, 2015.
8. MOTION: Correct previous motion to pay \$574.00 to PJs Printing Broker for production of 205 issues of spring 2015 Journal. Motion by Lougene
9. MOTION: Correct previous motion to Reimburse Ron Hinds \$291.65 for postage to mail spring 2015 Journal. Motion by Lougene
10. MOTION: Reimburse Ron Hinds \$27.35 for 2014 Winter Journal postage/shipping. Motion by Lougene. 2nd by Dick. Motion passed March 13, 2015.

B. General discussion about some internet messages suggesting the USDA may be creating new requirements to have a llama certified for visiting public areas with a lama. Linda will do some more investigation to find a factual source if any USDA changes are being made and then report back. Once the discovery is made, any factual information will be shared with membership.

C. Discuss the 2015 date/place for annual meeting. General discussion about having a member house, or in conjunction with an event. Lougene will be contacting RMLA membership to gather more information about date/event/time and share at next BOD meeting.

D. Discuss Election Schedule to bring on two new officers in 2015 for the next BOD positions. Lougene Baird and Linda Hayes terms expire this year. The BOD will hold the annual election and seat the two newly elected members at the Annual Meeting.

Future BOD meetings will be held the second Wednesday of each month at 6:30 RMT unless otherwise noted.

VII. Motion to close meeting the meeting: Motion by Dick Williams second by Brent Holt, motion passed. Meeting closed at 7:21 RMT.

The RMLA Board may convene in Executive Session to discuss items on this agenda, personnel matters or consult with its legal or accounting counsel.