

# Rocky Mountain Llama and Alpaca Association, Inc.

## Minutes for Board Meeting Minutes – April 25, 2017 – 6:30 PM MST

The meeting was called to order at 6:35 pm MST. A quorum was met. Present were Lougene Baird, Beau Baty, Dick Williams, Geri Rutledge & Jeanne Williams.

Bookstore General Op	\$	754.50	
CFL&A Production Savings		4,059.79	
Corporate General Op		7,056.20	
Credit Card depo acct/Fiber sales		68.51	
Insurance Reserves		3,920.66	indicates 2017 Insurance PD
Life Member Reserves		4,773.23	
Liquid Asset		20,265.82	
Marketing/Research Reserves		6,877.32	
Premier Time Savings		23,746.93	
Youth Reserves		1,004.08	
 TOTAL CASH	 \$	 75527.04	 as of April 24, 2017

### Treasurers report:

Bookkeeper report from Marilyn Arnold reporting the income and expenses for March have been sent to the Board for review. April will close on the last day of the month.

**MOTION: Accept the treasury reports as submitted. Motion by Dick, 2<sup>nd</sup> by Jeanne – passed.**

### Secretary Report.

The minutes for the March Board Meeting were reviewed, approved and posted to RMLA.com.

### Committee reports

**Bookstore** - Lougene Baird- Liaison. Marilyn Arnold and Ron Hinds - managers. The bookstore bank account has been reconciled as of 3/31/2017. The end of month (EOM) balance in the bookstore is \$690.16.

**Checks written** in March are as follows: #4004 - \$9.90 - Payee: Jill Knuckles - reimbursement of postage to send Youth Manuals to Ron. Additional expenditures are paid by \$300 VISA card: USPS - \$3.12, Stapes - \$31.31 (large mailing envelopes), Wal-Mart - \$7.94 (boxes and envelopes), USPS - \$24.96, USPS - \$36.87, USPS - \$3.12.

**Deposits:** A deposit of \$6.00 was made on 3/22/2017 - payment for a Youth Manual.

**PayPal:** PayPal monies of \$63.44 were transferred from PayPal to the checking account on 3/15/2017.

**NOTE about CFL&A:** The last brown page, which contains incorrect information to join RMLA and request more copies of CFL&A as removed and recycled. The same incorrect names, etc. are printed on the white pages in the front of the book. In lieu of this, a half-page is being inserted in this fold of all books that re-directs readers to the RMLA Website.

**Bylaws** – Dick Williams – Lougene and Dick – No report.

**Calendar** – Geri Rutledge - Lisa Blider, Chair – Eight members have committed to submit photos and Beau reports that he may have three more. No photos have been received and the submission deadline is June 18<sup>th</sup>.

**E-Communications** – Lougene Baird and Beau Baty, Co-Liaison. Ron Hinds, Chair.

**E-blast** – Nine email blasts were sent since the beginning of the year. RMLA has 276 contacts in the email database. 118 emails sent have an average 58% opening rate. (Normal internet email average is <10%). Constant Contact cost is \$168/year. Averaging... last year (2016), 52 email blasts were sent to an average of 140 (Life &

Annual) members. Average 140 addresses x 52 emails = 7300 emails sent to all 140 email addresses. 58% opening rate of that is 4,234. So, cost/email/person (*that opened the email*) is \$168 /4234 = or about 4¢.

**Website** – The Youth Awards Program submission page has been reworked to (hopefully) make it easier for the Youths to enter their entries and easier for the administrators (Geri & Marshal Rutledge) to determine points. (Note - Committee please review and send comment to Ron – per Ron’s request. Thanks)

A rework of the lending Library page(s) is (still) in process.

**Facebook** – Up to date and a happy.

**Education** – Jeannie Williams. Mary Vavrina, Chair. Beau Baty is in the process of contacting John Mallon looking toward the possibility of hosting a Mallon Clinic in N. Utah or the Idaho Falls area in the future.

**Events/Marketing** – Dick Williams. Mary Wickman, Chair. The remaining events for 2017 are: Stars and Stripes (April 29), Grand Mesa and Kokopelli Llama Classics (May 20), Estes Park Wool Market Llama Show (June 9 – 11), Llama Alpaca Camp (June 23 – 24), Fairplay Llama Races (July 29), Leadville Trail 100 (August 19) and Higher Ground Fair (Sept 23-24). Insurance certificates for all except Higher Ground have been issued.

**Fairplay Llama Event** – Bo Baty - Jeff Sandberg and Kelvin Eldridge – Co-Chairs. Some of the items that Jeff and I believe should be discussed with the board of directors are:

1. Making contributions back to the city of Fairplay. For example, we could donate to the burro day’s scholarship which only goes to students at the local high school. Donating to this particular scholarship would show the community how much we are invested in their youth as well as our gratitude allowing us to hold the event in their city. (Discussion – The general opinion is that it would be hard for us to justify this under our mission statement. Also, that there is a good chance of such a donation affecting our 501C3 tax status.)
2. All non-profit organizations including the RMLA should pay for a booth at \$75. At the booth they can sell t-shirts or other merchandise while promoting their organization. (Discussion – members felt that the event was more promotion than we might receive from a booth and suggest the continued practice of selling left-over T-shirts at the registration table. Also mention was made that we need to see a bid from a new vendor to produce the T-shirts. The committee is looking at several design options.)
3. There will be designated parking for all trailers on front street. This has been a safety concern in the past and causes congestion in front of the local businesses. (Discussion – Very welcome development that should, hopefully, alleviate the parking issues.)
4. For camping we have three options the Fairplay community lot, the fairgrounds, or national forest camping. If we use the Fairplay community lot all proceeds go back into building the recreation center; Fairplay wants to put in a banquet hall. There is a fee for the fairgrounds as well. Camping at the national forest is free but someone must show up several days in advance to save the camping spot. (Discussion – Question of a permit for National Forest camping along with related insurance requirement. If we get involved directly in camping arrangements it will impact our event insurance. Agent reports that such involvement would require additional coverage at a cost of \$2000 to \$2500 due to the possibility of alcohol consumption. “One open beer can void the coverage.” Suggestion that we notify the participants & volunteers of the options to camp at the Fair Grounds or the Fairplay Community lot but have them contact the community or Fair Grounds directly to prevent our involvement/liability.)
5. Currently we have very few volunteers to bring llamas. We will definitely need more llamas to hold a successful event where every participant gets a llama. (Discussion – This is a recurring problem. Recommend that the committee put together information for an e-blast appeal to the membership for help in providing llamas for the event to go out as soon as possible.)

The Board unanimously issues a ‘Thank you’ to Jeff, Kelvin & Josh for their hard work organizing this year’s event.

**Fiber** – Geri Rutledge – Liaison. Cheryl Juntilla and Jill Knuckles, Co-chairs. We really don't have much to report for your meeting (hope it's next week and wasn't this week, so busy with other stuff I can't remember). I sent out an e-mail to get current signed and recruit volunteers for EPWM. Other than that, Ron Hinds asked us to send him most of the Youth Manuals we had in the trailer, which Jill did. I think we have 5 left. We'll let you know if we sell those and need more.

- BOD did not approve 2017 fiber agreement – It should be approved each year, and then sent.
- After reading the report submitted by fiber, we might remember one of the concerns regarding fiber booth is that it is the same small pool of consigners and a small hand full of members who volunteer.
- Consignment agreements be offered to all members to sign. Who received the 2017 contract? Just those who participated in the past?
- RMLA has a good deal of new members. For the health of the Fiber Coop, we encourage the managers contact all those folks who are new to RMLA to try to expand on the number of consigners and more importantly volunteers. Chances are that few to none of the new first time folks know the booth is there for their use also.
- Educational articles that are in Journals have come from outside RMLA. Fiber events have not been sent to the Journal/e-blast committees to be included in RMLA events. (Geri will work on facilitating this)
- The co-op and RMLA could both be better served if there was more communication between the co-op and the entire membership.
- How can we the Board encourage/facilitate this? (Journal submissions and e-blasts available to all committees on approval of the submission by the Board.)

**Finance** – Geri Rutledge – Liaison. Marilyn Arnold, Chair. There are no issues to bring to the Board.

**Journal** - Lougene Baird - Liaison. Kathy Stanko and Ron Hinds, co-Editors. The 36-page Spring issue was mailed to members on March 20<sup>th</sup>. As is customary, 75 additional copies were printed for distribution at RMLA events. Even with the expanded issue, several articles were held back for use in the Summer or Fall issue. None of these articles were written by members, nor did they have a 'time' constraint.

Stillwater Minerals is back as a regular advertiser; full page ad for a year. Plus, a new member who is a veterinarian has placed a ½ page ad for a year. The Higher Ground Fair also placed an ad in the Spring issue. The ad for Marilyn Arnold's trailer was very successful: trailer sold in a week. This shows us that the Journal and its advertisements are being read by members! Of the 'regular' advertisers up for renewal: all renewed except the Pack Llama Trail Association. (Note: the PLTA ad inadvertently appeared in the Spring Journal.)

The Journal Committee is working on a letter to the 30 new RMLA members (since October 2016). This letter will invite the new members to submit articles, place ads, and let us know what they would like to see in the Journal. The letter will also give information on help with editing and designing ads. It is requested that Dick Williams send the names of these 30 new members to RMLAeditor@gmail.com.

Work on the Summer issue has begun. Based on current information, a full, very educational issue will be published. Is the Board inclined to expand the Summer issue to 36 pages? Move to approve 36 pages with the additional advertising. Moved by Dick, 2<sup>nd</sup> by Beau – approved.

**Library** – Dick Williams. – RMLA has five DVD's out on loan at present. All other items are present and correct.

**Membership** – Dick Williams, Chair – The membership year began on April 1<sup>st</sup> and we have been receiving renewals (and new memberships) since the end of January. We have 150 current memberships representing 233 individual members. These memberships break out as follows – Youth – 14, Honorary – 17, Life – 29 (45 members), Annual – 90 (157 members) Sixteen of these memberships are new to RMLA (22 members) including 5 Youth memberships.

Target for the Membership Directory to be in the mail is June.

**Nominations and Elections** – Beau Baty – Liaison. Christina Abel, Chair. Committee prepared for these upcoming 2017 RMLA Elections. We will be able to receive the votes, tally the results and then report the results to Beau Baty.

**Pack** – Beau Baty – Liaison. Susi Hulsmeyer-Sinay, Chair. Susi is submitting one 'pack' related article to the Journal each issue.

**Youth and 4-H** - Geri Rutledge - Liaison – Marshal Rutledge, Chair. RMLA has 14 Youth members participation in the RMLA Youth Awards Program. Last year eleven youth participated. The youth have additional chances to earn TRIPLE points by 1.) Getting an item valued at \$15 or greater donated to the EPWM Youth Committee Silent auction and 2.) Volunteering in person at Fairplay. Double points will be awarded for attending county fair, FFA and 4H shows in May, June and July. Activities will pick up as the 4H year gets rolling. The Committee will release an e-mail blast to announce the chances to earn triple and double points.

II. Old Business – None

III. New Business

**A. Make the following motions which were approved by e-mail since the close of the last meeting a matter of permanent record. Motion by Jeanne, 2nd by Beau. Motion Passed.**

1. MOTION: Approve the Leadville Trail 100 to be held on August 19, 2017, near Leadville Colorado, Organized by Gary Carlton and Vicky Foster as Alternate Organizer. Motion by Dick Williams. 2<sup>nd</sup> by Geri Rutledge. Motion passed March 6, 2017.
2. MOTION: Approve the Minutes of the March 2 BOD meeting. Motion by Lougene. 2<sup>nd</sup> by Geri. Motion passed March 15, 2017.
3. MOTION: Pay PJPrinting \$720 for printing the 2017 Spring Journal to be split as follows: \$225.00 paid out of advertising reserves and \$495 charged to Jurnal Committee. Motion by Dick. 2<sup>nd</sup> by Geri Motion passed March 16, 2017.
4. MOTION: Reimburse Ron Hinds \$207.34 for postage to mail the 2017 spring Journal. Motion by Dick. 2<sup>nd</sup> by Geri. Motion passed March 16, 2017,
5. MOTION: Pay \$10 to Estes Park Wool Market for ad in Program to be paid for out of advertising reserves. Motion by Geri. 2nd by Lougene. Motion passed March 22, 2017.
6. MOTION: Approve the updated RMLA AGREEMENT FOR RELEASE AND WAIVER OF LIABILITY, COVENANT NOT TO SUE AND INDEMNITY AGREEMENT prepared by RMLA Attorney. Motion by Lougene. 2<sup>nd</sup> by Geri Rutledge. Motion passed March 23, 2017.
7. Motion by Lougene. MOTION: Pay invoice in the amount of \$168.00 to Constant Contact for e-mail distribution service. Motion by Lougene. 2<sup>nd</sup> by Geri. Motion passed April 2, 2017.

B. Youth Manual Copyright infringement.

1. A couple weeks ago, it was mentioned in an email to the 4H coordinator for Larimer County Colorado that RMLA publishes an inexpensive Youth Manual for 4H clubs. She replied that their 4H has used the RMLA YM for a long time. Bookstore accounting shows they bought 20 in 2014.

2. FROM GAYLE WOODSUM

*Quite by accident, I stumbled across the Sheboygan Youth Llama Project Handbook from 2008. Guess what? It's our manual. No credit to anyone as author or publisher. Do we care? This is violation of Our (RMLA) copyright and that of the manual's developers.*

*The fact that the manual is still made available through the University of Wisconsin Extension website is particularly concerning to me (this might be less of a concern if it was just a small project no longer in existence). The link to the website (and from there*

*you will see a link to the "llama project handbook) is:*

<http://sheboygan.uwex.edu/4-h-youth-development/4-h-projects/4-h-llama-project/>.

*I'll be interested in hearing what you think!      Gayle*

- C.      The Youth Manual has been revised for a 2017 reprint. Changes were made mainly to first and last pages and footers of each page, to contain Copyright notices.

Many of the organizational contact information were incorrect, out of date or non-existent in the pages at the end of the book. All the organizational information was changed to refer readers to the appropriate web sites (only).

The 4 cover pages were also recreated, as they were not included with the previous document. The draft is currently out for review.

(A lengthy discussion of this issue followed. Dick, as Secretary, will draft a letter to these organizations after he and Lougene confirm that the handbook copyright has been infringed.)

- VII.      Motion to close meeting. Motion by Dick, 2<sup>nd</sup> by Geri, meeting was closed at 7:30 MST.

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