

ROCKY MOUNTAIN LLAMA AND ALPACA ASSOCIATIONS INC
BOARD MEETING July 15th, 2015 RMT

The meeting was called to order at 6:34 RMT. A quorum was met. Present were Lougene Baird, Dick Williams, Geri Rutledge, Linda Hayes and Brent Holt.

Treasurer's Report. FirstBank of Colorado individual bank account balances.

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|-----------------------------|-----------------|---------------------|
| Bookstore General Op | \$1,299.09 | |
| CFL&A Production Savings | 8,305.90 | |
| Corporate General Op | 6,958.54 | |
| Fiber Committee Reserves | 100.00 | |
| Insurance Reserves | 1,200.27 | |
| Life Member Reserves | 4,770.28 | |
| Liquid Asset | 20,239.03 | |
| Marketing/Research Reserves | 7,625.16 | |
| Premier Time Savings | 23,253.84 | |
| Youth Reserves | <u>1,354.16</u> | |
| TOTAL CASH | \$75,036.27 | as of July 13, 2015 |

FINANCIAL REPORT Bookkeeper report from Marilyn Arnold. 2015 Balance Sheet and P/L for 1/1/2015 - 6/30/2015 were sent to the Board.

June expenses:

Summer Journal: Postage - \$218.85; Printing - \$574.00
Fiber: \$54.45 (trailer license renewal); EPWM - \$44.36 (cc fees)
Corporate: Member appreciation dinner in Estes Park - \$1639.77
Membership: Postage - \$51.30; Printing - \$462.00 (directories)
Awards: Sharon Beacham award - \$100.00
Conference call: \$26.96

June income:

Estes Park Fiber Booth: \$2085.70; Silent Auction - \$526.00
Youth Silent Auction: \$378.00 (transferred to Youth bank account)
Interest income: \$71.50
Member ranch dues: \$240.00
Member life dues: \$250.00 (transferred to Life member savings account)
Journal ads: \$495.20 (includes ads for summer, fall & winter 2015 and spring 2016)

All board approved checks have been written and mailed. There are no outstanding bills. There are Two motions pending as of 6/30/2015. All bank accounts have been reconciled as of 6/30/2015. All deposits and/or transfers have been made to the appropriate accounts. There are two Paypal payments (arrived end of June) to be transferred into ops as of 6/30/2015. The transfer will be made in July; the income will show on July's statement.

I. Committee reports

Bookstore - Lougene Baird- Liaison. Jan Adamyck, Chair. Slow, steady sales. 42 CFL&A and 2 Youth Manual were ordered and shipped. Inventory of CFL&A and the Youth Manual is projected to be sufficient for the next 18 months.

Calendar - Lougene Baird- Liaison. Dick Williams and Pat Bradstreet, Co-Chairs. Calendar – The committee is waiting on one member who indicated that she was sending a photograph, but will start selecting the photos to be used this week in any event. We only have 9 paid ads from members out of the 24 spaces available. Non-lama related ads will again be solicited to fill up the available spaces. We expect to have the calendar to the printer by the end of the month in order to have them back in August. Recommend we order 100 as a beginning order and will have them sent to the bookstore. Jan Adamcyk has agreed to process the sale and shipping of the 2016 RMLA Calendar through the Bookstore. Should the calendar be sold at an event, Jan will ship calendars to the person in charge, left over calendars will be returned to the Bookstore to better track inventory.

E-Communications - Lougene Baird - Liaison. Ron Hinds - Chair.

Website – the website and update is in static mode. Statistics continue to show an increasing number of visitors to the site. Membership, publications ordering and other portals appear to working well.

eBlast - Constant Contact emails are prepared and sent out without any problems. Ron Hinds has asked Kathy Stanko to join this sub-committee to prepare and proof the information in announcements.

Facebook - Interesting Facebook articles are being posted as they appear under 'Google Alert'. Additional 'likes' are being gathered at a mediocre rate.

Education - Linda Hayes – Liaison. Beau Baty, RMLA member and a commercial packer from Idaho is interested in serving on the committee. We will be working on some minor tasks for this committee.

Events/Marketing - Dick Williams - Liaison. Mary Wickman, Chair. Events – The Hope Pass event date has been changed and approved and an e-blast went out to the membership advising of the change and asking again for volunteers. All other applications for sponsored events have been approved and are on the calendar. 15 events have been approved for the year. One was canceled due to weather. The remaining activities are: Fairplay Llama Race, Montana BOW (Becoming an outdoor Woman), Leadville Trail 100, and Looking for the Gold. The display board and table cloth were given to the Fiber Co-op to use for educational purposes at fiber events.

Brent Holt left the meeting 6:45pm, his proxy vote has been given to Geri Rutledge.

Fiber - Geri Rutledge - Liaison. Jill Knuckles and Cheryl Juntilla, Co-Chairs. The larger vendor space at the Estes Park Wool Market worked out well for the RMLA Fiber Booth. We were able to set up a more open and attractive display which seemed to encourage people to come in and

ask questions about llamas and alpacas even if they were not shopping for fiber products. Visitors to the Booth came from many states outside of the Rocky Mountain region, including Ohio, Pennsylvania, Wisconsin, Georgia and New York, and from as far away as New Zealand and Germany. Several new and prospective llama and alpaca owners came into the Booth seeking information about health, nutrition, shelter and fencing questions. Two gentlemen from Pennsylvania who were particularly interested in information about leasing pack llamas were given the link to the RMLA website. Dozens of people took copies of the RMLA brochure and many also took copies of past issues of the Journal. We signed up one new RMLA member and enjoyed talking with several former and current members who stopped by to visit. An exciting addition to the Wool Market this year was the Woolly Wonder Fashion Show. Chris Switzer was the master of ceremonies for the Fashion Show, which featured many beautiful garments made from various natural fibers. Four items from the RMLA Fiber Booth were included in the Fashion Show and well-received by the audience. Several audience members came to the Booth the next day and one of the four items was sold. The final figures are being completed.

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

Journal - Lougene Baird - Liaison. Kathy Stanko and Ron Hinds, co-Editors. - The Journal staff is between issues at this time so it is rather quiet. The Board of Directors recently approved an advertising special we suggested which will be implemented via e-mail blast in the next couple of weeks. The new program provides a free business card ad to any member who brings in 3 new business card ads. Sonja Boeff has agreed to stay on as Advertising Manager. She will continue to respond to phone calls and emails and will continue to keep the records and handle the money. She will not be responsible for soliciting ads.

The Journal is something our members look forward to, it is educational and informative, it keeps everyone up to date on what is happening. The Board would like to shout out to Ron Hinds and Kathy Stanko for being such great volunteers and spending the time they do to put this publication together. Thanks to both Ron and Kathy and we do appreciate all your efforts.

A comparison of the RMLA Journal ad rates to other industry publications is underway. The Journal Committee asks the Board of Directors to consider adjusting the accounting by assigning the appropriate portion of the printing & postage costs for the extra Journals (other than those sent to the membership) by assigning the extra costs to advertising. The board discussed the best way to distribute the Journals. Continue to print 25 extra copies. Dick Williams will get 5 to 10 to send to new members. The extras will be retained by Ron Hinds and sent to Events Chair Mary Wickman and the Fiber Co-op when requested.

Library - Dick Williams - Library – There have been no requests for Library material. All material is present and correct.

Membership - Brent Hold - Liaison. Dick Williams, Chair. Membership – The Association currently has 175 memberships which represent 263 members. The breakout is as follows: Life Memberships – 29 (45 Members), Honorary Memberships – 17, Youth Memberships – 24, Young Adult Memberships – 1, Annual Memberships – 104 (176 Members), this is an increase of 8 memberships (13 members) – 4 of them new memberships – since the June report. Life

Member Julie Heggie's mail is being returned. I received an email response from her indicating that her mailing address had not changed but then received her copy of the Directory returned. Yet to receive a response from a follow-up email. Honorary Member James Harrington DVM, Grand Junction, CO – mail is also being returned. No response and all info on the net indicate his old address.

Publications Coordinator - Lougene Baird - The Journal, Bookstore, Calendar and Directory. The Calendar should be getting ready to go to publication at the end of July. This will be the next publication going out by RMLA.

Rescue - Linda Hayes - Liaison. Susi Hulsmeyer-Sinay, Chair - The good news is we don't have any recent rescue situations. We believe the key is to preventing rescue situations is through "Education". Owners are making plans to outlive their animals and have a plan in case of emergency. RMLA sent 20 copies of Caring For Llamas and Alpacas to the Southeast Llama Rescue, as they were returned damaged from a seller and the best fit was to give them to a new owner.

Youth and 4-H - Geri Rutledge - Liaison - Chair - Open. Geri is still looking for an RMLA Member to head the Youth Committee. At this point and time the Youth Award Program has \$1354.16. Youth continue to send in their events for 2015. The committee will be meeting to make decisions on High Point Awards and how the Youth will be recognized in 2015.

ANNUAL MEETING - Please ask committee chairs to write a brief end of the year report to be included at the Annual Meeting agenda coming up in September. The highlights of the year and a general wrap for the history of RMLA.

II. Old Business

A. Nominations for the ballot – Friday is the day, the ballots will go out with 3 candidates.

III. New Business

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 2nd by Linda Hayes. Motion Passed.

1. MOTION: Approve Black and Blue Pasture Show as a new RMLA event to be held on July 11, 2015, in Florissant Colorado and organized by Bob Burton with Marci Saska Agnew as alternate. Motion by Dick Williams. Motion by Lougene. 2nd by Linda. Motion passed June 24, 2015.

2. MOTION: Pay USPS-Franktown, CO., \$98 for First Class postage for bookkeeping. Motion by Lougene. 2nd by Dick. Motion passed June 24, 2015.

3. MOTION: Purchase ad in the ILR "So you want a llama" website for \$25. Motion by Dick. 2nd by Geri. Motion passed June 29, 2015.

4. MOTION: Pay consignment checks totaling \$1604.63 to-Lisa Bildar, Jill Knuckles, Cheryl Juntilla, Geri Rutledge, Dolores Baker, Patti Morgan, Sue Grimm, Cheryl Keydel and Heather

Cocoran for fiber co-op sales at the Estes Park Wool Market. Motion by Lougene. 2nd by Dick. Motion passed July 1,2015.

5. MOTION: Pay the State of Colorado, Department of Revenue \$151.00 for sales tax collected on Fiber Coop sales at the Estes Park Wool Market. Motion by Lougene. 2nd by Dick. Motion passed July 1,2015.

6. MOTION: Approve minutes of the June 17, 2015, Board of Directors meeting. Motion by Linda. 2nd by Dick. Motion passed July 7, 2015.

7. MOTION: Amend the motion approving the Leadville 100 – Hope Pass event, approved April 1, 2015, to show the date of the event as Saturday, August 22, 2015. An eblast will be sent to members for information on the change of date. Motion by Dick. 2nd by Linda. Motion passed July 10, 2015.

Scheduled Board of Director's meetings are August 19.

Annual Meeting scheduled for September 19 in Sedalia Co at the home and ranch of Brent and Donna Holt at 11:30. The Holts will provide lunch. RSVP to Brent Holt by September 14, 2015. Brent.Holt@cfbmic.com.

VII. Motion to close meeting the meeting: Motion by Linda Hayes and 2nd by Dick Williams. Meeting closed at 7:23 RMT.

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