

# Rocky Mountain Llama and Alpaca Association, Inc.

## Board of Director's Meeting - June 17, 2015

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

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

Bookstore General Op	\$	1,099.04	
CFL&A Production Savings		8,305.66	
Corporate General Op		5,892.10	
Fiber Committee Reserves		100.00	
Life Member Reserves		4,770.16	
Liquid Asset		20,237.61	
Marketing/Research Reserves		7,624.97	
Premier Time Savings		23,184.78	
Insurance Reserves		1,200.26	
Youth Reserves		976.15	
<b>TOTAL CASH</b>	<b>\$</b>	<b>73,390.73</b>	<b>as of June 12, 2015</b>

- **FINANCIAL REPORT** Bookkeeper report from Marilyn Arnold. May expenses: Linda Easton CPA for tax return prep (\$358.80 - 40% of total invoice; the balance is paid by the bookstore); Black Hills Fiber Fair (\$493.30 for consignment fees, \$147.25 for fuel reimbursement, \$44.70 for South Dakota/Rapid City sales tax); Constant Contact bill - \$168; Paypal fees - \$4.09; conference call - \$22.44. May income: Black Hills Fiber Fair - \$360.07; Interest from bank accounts - \$1.69; Member dues - \$80.00; Service Directory Ads - \$90.00. Checks written: All board approved checks have been written and mailed. There are no outstanding bills. Bank Reconciliations: All bank accounts have been reconciled as of 5/31/2015. Deposits/Transfers: All deposits and/or transfers have been made to the appropriate accounts. PayPal: There are no Paypal payments to be transferred into ops at this time.

### Announcements

- Ron Hinds, RMLA webmaster, e-Blaster and Facebook Admin, will be away from June 17 through June 25. There will be no web additions, eBlasts or Facebook editing in his absence.
- Marilyn Arnold, RMLA Bookkeeper, will be away from September 15 through September 27. After she leaves, all cash deposits made and invoices received will be processed after her return.

### I. Committee reports

**Bookstore** - Lougene Baird- Liaison. Jan Adamyck, Chair. Slow, steady sales. Inventory of CFL&A and the Youth Manual is projected to be sufficient for the next 18 months. We need to ask Jan if she is willing to run all RMLA Calendar sales through the bookstore for 2015/2016 sales.

**Calendar** - Lougene Baird- Liaison. Dick Williams and Pat Bradstreet, Co-Chairs. Calendar – The template is laid out and some photos have been received. Some very good. More adds are needed to fill out all the open spaces. Each Board member is asked to gain 3 business card ads so we can go to print and have the calendars ready for LOCC and fall events.

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

- **Website** - In the first six months of 2015, RMLA.com averaged 95 hits a day! From people who visited 237 pages on the website. Each day, RMLA.com SENDS 80 megabits of information to its members and the world. On June 5, 800 megabits were sent. Most visitors visit RMLA.com on Friday. Visitors were directed to RMLA.com when they searched for alpaca hygiene, behavior and teeth, Colorado llama rescue, treating pneumonia in llamas, tall fescue grass toxicity in alpacas and llama trekking in Colorado. RMLA Mission Statement 'to educate' is well met with RMLA.com as a tool

- **E-mail blasts** - Email blasts are limited so not to over-do or cause members to become saturated with information. Twenty have been sent this year. About 50% of the membership opens email blasts. 67% opened the email blast on January 25 concerning SWLR needing help with rescue. 41% opened the March 26<sup>th</sup> eblast calling for photos needed for the EPWM brochure. This information helps predict what information members feel is important enough to open and read.

- **Facebook** – there will be information in the Summer Journal asking of anyone is interested in doing more with the Facebook account. Ron currently manages the activity.

**Education** - Linda Hayes - Liaison. Its summer and everyone is out enjoying the time with their animals and friends. Events with education are listed on the calendar.

**Events/Marketing** - Dick Williams - Liaison. Mary Wickman, Chair. Events – No new events have been applied for.

**Fiber** - Geri Rutledge - Liaison. Jill Knuckles and Cheryl Juntilla, Co-Chairs. The booth was displayed at Estes Park Wool Market. It is too early to know the figures. The RMLA Display was up at the Llama Tent down the arena where exhibitors were showing and the public was walking through. The Sharon Beacham Fiber Award and plaque along with the Banner was announced and given to Rob Knuckles, he has several fiber shorn and walking entries along with products. The silent auction at Estes Park was able to donate \$524.00 to the fiber fund.

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

**Journal** - Lougene Baird - Liaison. Kathy Stanko and Ron Hinds, co-Editors. - The 32 page summer Journal has been mailed and will be received on time. Ten articles on past and future RMLA events have the 'official RMLA Event' logo!!!! Linda Hayes' article was held and she was notified. Printing costs for 205 copies were \$574, postage was \$284. All advertisers who were up for renewal on year-long ads renewed. A ¼ page ad was sold to a non-member. The total ads sold for the summer Journal is \$430.60. Sonja has stepped down from Advertising Manager due to other commitments and will stay on to do the record keeping through the fall issue. She received some feedback about ad rates being relatively high. This will be researched. Could we do an incentive to have members place ad or sell ads? Linda Hayes moves if a member sells 3 business ads by August 20<sup>th</sup> RMLA Journal deadline or the September 20<sup>th</sup> deadline, the member will receive a business card for the next issue. Dick seconds motion passed. Lougene will draft email for Ron to send out when he returns.

**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 – Membership numbers from last month are unchanged. The 2015-2016 Membership Directory went out in the mail last Thursday (6/11). Costs for putting the Directory out as is should be discussed. The RMLA Board gave 3 memberships as part of the 25<sup>th</sup> anniversary celebration at Estes Park. The winners were Cindy Ruckman Ohio, Terry and Shawn Leland Colorado, Larry Lewellyn Colorado. Congrats and welcome to our new members. They all elected to keep the prize and join RMLA.

**Publications Coordinator** - Lougene Baird - The Journal, Bookstore, Calendar and Directory. Print and postage base costs have increased over the last year. Printing bids have been reviewed and RMLA continues to use printers who are bid competitive. Each publication will be reviewed to discover cost saving ideas and these will be discussed with each committee that publishes. The 2015 RMLA Calendar sales are complete. The income from ad and product sales was \$1,714. Printing and postage totaled \$1,143.15. The net profit for the calendar was \$572. Thanks to RMLA members who sent in photos to be used and those who bought ads. And a special thank you to Dick Williams and Pat Bradstreet for managing this important RMLA project and for producing a beautiful calendar representing RMLA, its members and llamas and alpacas.

**Rescue** - Linda Hayes - Liaison. Susi Hulsmeyer-Sinay, Chair – The good news is the llama and alpaca interest in on the increase. There have not been any reports of rescues needed and people are contacting owners about buying animals.

**Youth and 4-H** - Geri Rutledge - Liaison - Chair - Open. The silent action for the Youth Project at Estes Park was able to donate \$378.00 to the youth fund. Thanks to Dave and Willow Kauffman, Gerald and Tracy Pecka, and Jim and Geri Rutledge for standing watch and helping at the end to gather all donations and wrap up the event.

## II. Old Business

- A. **Estes Park Wool Market 25<sup>th</sup> Anniversary Celebration** - The RMLA board voted to sponsor the 25<sup>th</sup> anniversary dinner for June 13<sup>th</sup> 2015 at Estes Park. The event was attended by over 70 people and 14 door prizes were given out. Thanks to all who attended, donated, and enjoyed the evening with everyone. Jerry Dunn was asked to be the guest speaker and went through a time line of the years, people, events, weather, historic times and names of many good people. There was a video rolling so we will let people know when and where they can view the event.
- B. Nominations for the ballot time line. June 19<sup>th</sup> call for candidates. July 14<sup>th</sup> statements are due. July 19<sup>th</sup> mail the ballots and Maggie Merrill Brown will be counting. Deadline for all is August 19<sup>th</sup> to announce the two newly elected board members.

## 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 second by Linda Hayes. Motion Passed.

- A. **MOTION:** Approve corrected text for Journal of the RMLA page 3. Motion by Lougene. 2<sup>nd</sup> by Dick. Motion passed May 25, 2015
- B. **MOTION:** Pay invoice from Linda Easton CPA PC \$897 for 2014 IRS tax preparation of which \$538.20 will be paid by the RMLA and \$358.80 by General Operations. Motion by Brent. 2<sup>nd</sup> by Lougene. 2<sup>nd</sup> by Brent. Motion passed May 22, 2015.
- C. **MOTION:** Approve Board of Directors' minutes of May 20, 2015. Motion by Linda. 2<sup>nd</sup> by Dick. Motion passed May 25, 2015.
- D. **MOTION:** donate three annual RMLA memberships to be used at the EPWM llama show reunion as door prizes. If the winner is a current member, he/she may give to a non-member at the event. Motion by Linda. 2<sup>nd</sup> by Dick Williams. Motion passed May 22, 2015.
- E. **MOTION:** Transfer \$1500.00 from Future CFL&A print reserves to Bookstore operation to cover Bookstore's share of 2014 tax preparation and other expenses. Motion by Dick. 2<sup>nd</sup> by Linda. Motion passed June 1, 2015.

- F. Motion: Combine the Youth Awards Silent Auction with the Fiber Co-op Silent Auction at the EPWM. Bid sheets will be a unique paper color for each committee. The proceeds will be tallied and divided according at the completion of the combined auction to assure that each Committee receives its correct percentage of the revenues. All money and the tally sheets will be sent to the RMLA bookkeeper for proper distribution to the appropriate committee. Motion by Linda. 2<sup>nd</sup> by Dick. Motion passed June 2, 2015.
- G. MOTION: Pay PJ Print Brokers invoice in the amount of \$502.00 for printing the 2015-2016 Membership Directory. Motion by Linda. 2<sup>nd</sup> by Geri. Motion passed June 10, 2015.
- H. MOTION: Pay PJ Print Brokers invoice in the amount of \$574 for printing the 2015 Summer Journal of the RMLA. Motion by Linda. 2<sup>nd</sup> by Geri. Motioned passed June 10, 2015.
- I. MOTION: Reimburse Ron Hinds 283.71 for summer Journal postage. Motion by Lougene. 2<sup>nd</sup> by Geri. Motion passed June 12, 2015.
- J. MOTION: Issue check in the amount of \$100 to Robert Knuckles winner of the 2015 Sharon Beacham Fiber Award. Motion by Lougene. 2<sup>nd</sup> by 2<sup>nd</sup> by Brent. Motion passed June 17, 2015.
- K. MOTION: Pay Park County, CO. \$54.45 for Fiber Co-op Trailer license renewal. Motion by Brent. 2<sup>nd</sup> by Geri. Motion passed June 17, 2015.

Scheduled Board of Director's meetings are July 15, 2015, August 12<sup>th</sup> 2015.

Annual Meeting scheduled for September 19 in Sedalia Co at the home and ranch of Brent and Donna Holt.

- IV. Motion to close meeting the meeting: Motion by Dick Williams and second by Linda Hayes. Meeting closed at 7:46 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.*