

# ILR BOD MEETING

WEDNESDAY, JULY 11, 2018

8:00 PM ET

MEETING WAS CALLED TO ORDER by President Ron Wilkinson – 8:00 PM

<b>RON WILKINSON</b>		<b>PRESIDENT</b>	<b>present</b>		
LINDA HAYES		VICE-PRESIDENT	present		
RAMONA SIMPSON		SECRETARY	present		
MARK SMITH		TREASURER	present		
SEAN HART		MEMBER AT LARGE	absent		
SUSAN HANNAH		ILR Operations Manager	present		
OTHERS in Attendance					
Name		Role	Time		Purpose
Norris Berg		Gathering Chair	8:10--- 8:30 --		Gathering Update
Kelsee Robinson		Social Media Coordinator	8:35--- 8:47---		Update on Social Media Communications-----

**SET DATE FOR THE NEXT MEETING** - August 8, 2018

## GATHERING REPORT- Norris Berg-8:10-8:30

- Vendor bucks were a huge success
- Overall show ran smoothly all went well
- Money still coming in and credits for sod going out
- Will send show program to sponsors that weren't there
- Final report next meeting
- Thanked the board for the thoughtful gift (made by Hank Kauffman)

## UPDATE ON SOCIAL MEDIA- Kelsee Robinson-8:35-8:47

- ILR postings Response rate has increased from 57% to 87%, currently 1,141 likes, reached 400-450 each post, Instagram –have 110 followers
- Working on a monthly post to engage members- highlighting different Farms, Youth and Herd Sires-some discussion to standardize a list of questions for those featured to answer and selection of those featured will be random.
- Posts will be made to social media to promote the (Stud Service for Youth) Firecracker online Llama Sale that Justin Timm is conducting. 100% of the auction funds from the donated stud services will go to the International Llama Foundation (ILF) Scholarship fund.

## OFFICE REPORT-SUSAN

- Motion by Linda, seconded by Mark to have Susan send out promo postcards to youth on their birthdays, using the logo from the ILR Cruise
- Vendor bucks great success at The Gathering - ILR paid out \$2510 to the vendors
- Susan will send emails out to the membership promoting support for the STUD Service for Youth/ Firecracker Llama Auction . Three farms are donating herd sire service and all funds will go to the ILF Scholarship fund

### **SECRETARY'S REPORT-Ramona**

- Email approval of June 13 minutes
- Linda moved approval of the secretary's report, seconded by Mark. Passed unanimously.

### **TREASURER'S REPORT-Mark**

- As of June 30, there is \$23,493 in the Gathering account, moving in right direction- financially in good shape.
- Will have more to report next meeting when all checks should be cleared/paid.
- Linda moved to accept treasurer's report and Ramona seconded.

### **ILR COMMITTEE REPORTS**

- CCC-Sean/Ramona
  - Ramona will reach out to active members of the CCC to get insight as to how the group can expand the CCC program. Currently the AOA alpaca association is part of the committee and will use the program.
  - Ron suggested Ramona contact Heidi White about the current committee, and Susan suggested Becky Cleveland about becoming members of the CCC committee.
- UAP/POT-of-GOLD - Ron/Mark- will have an update next meeting
- Promotions and Marketing-Linda/Sean-refer to "Update on Social Media" given by Kelsee Robinson

### **OLD BUSINESS:**

- Youth Scholarship committee report- Ron reported that a brochure will be created by fall about the scholarship program. A new scholarship donation will be generated from Justin Timm's Firecracker auction - which was discussed earlier. Ron is also researching the tax code concerning the placement of funds from donations.
- Additional appointments to Promotions & Marketing committee-Linda-reported she and the committee will be actively looking for more qualified participants and is excited about the current committee. Currently they are working on a brochure about why people want to own llamas.
- Request from Richard Cox, UK- Ron- Ron reported he has contacted Mr. Cox and let him know our board is interested in working with him and will continue our liaison, nothing new to add at this time.

### **NEW BUSINESS:**

- Fund or strategy for members who face emergency-Denise Fehrenbach idea-Ron- The recent catastrophic fires out west prompted a discussion of how we might be of help to our fellow llama owners and members in times of emergency. Case in point a lady who had to have her llamas evacuated and males were with females and fear is they bred - beyond her control. Ron will write her a note expressing our concern and asking her to contact us if she needs assistance. Further discussion is needed about forming an emergency fund.
- Future plans for The Gathering - All
  - Mark will continue as liaison on Gathering Committee and Susan will continue on the committee as well.
  - There was discussion of changing the venue for The Gathering, looking for options with better facilities. No decision to change location can be made without further research.

### **BOARD PRIORITIES FOR 2018- ALL**

- Continue to be supportive to other llama organizations and reach out to find ways to work together for the good of the industry
- ILR will continue to be supportive to other organizations and will reach out to others to join together for the National Show/Gathering.
- Web Site Updates- Major priority
  - 1) If you find a link that does not work, send to Susan so can be corrected. Working on updating photos on web site.
  - 2) Eliminate all old outdated information forms - have committee go over and correct/update.
- UAP update-review and improve
- Promote llamas- Multiple uses in general

- Promote seller paid transfers – only \$10.

**ADJOURN:**

**Mark moved and Ramona seconded to adjourn at 9:58 ET. Motion passed**