

ILR BOD MEETING

WEDNESDAY, October 10, 2018

8:00 PM ET

MEETING WAS CALLED TO ORDER by President Ron Wilkinson – 8:02 PM

RON WILKINSON		PRESIDENT	present		
LINDA HAYES		VICE-PRESIDENT	present		
RAMONA SIMPSON		SECRETARY	present		
MARK SMITH		TREASURER	present		
SEAN HART		MEMBER AT LARGE		Joined meeting at 9:30PM	
SUSAN HANNAH		ILR Operations Manager	present		
OTHERS in Attendance		Role	Time	Purpose	
Nick Hauptly		Gathering Co-chair	8:10	Gathering Update	
Lisa Robinson		Gathering Co-chair	8:10	Gathering Update	
Kelsee Robinson		Social Media Coordinator	8:30	Communications Update	

SET DATE FOR THE NEXT MEETING –November 14, 2018

GATHERING UPDATE-NICK HAUPTLY & LISA ROBINSON-Gathering Co-Chairs

- Nick & Lisa ask for approval of their committee members for The Gathering 2019. Amanda Smith of Indiana and Denise Fehrenbach of Michigan.
- Mark made a motion to approve the committee members. Linda seconded. Passed unanimously.
- Lisa & Nick presented the Iowa Equestrian Center Rental Agreement and sample event invoice for The 2019 Gathering. The facility is rented from 8:00am June 27 till 11:00pm June 30, 2019.
- There are 200 stalls available, camping for a fee, stalls will be cleaned upon departure, and the restaurant at the facility will be open.
- Linda made the motion to approve the contract. Ramona seconded. Passed unanimously.
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COMMUNICATIONS UPDATE-KELSEE ROBINSON-Social Media Coordinator

- Kelsee reported the ILR facebook page has an 80% response rate, 1,176 likes and 33 new comments on recent posts.
- We now have 144 Instagram followers.
- The ILR email blasts “Two for Tuesday” are getting a lot of participation. There will be one new question each Tuesday. Kelsee suggested to increase participation a prize be offered to those who like and comment on all 3 Twitter, Facebook and Instagram. Those participants would be entered in a drawing for a prize.
- Linda moved to give a free ILR membership to the winner of the monthly drawing “Two for Tuesday”. Ramona seconded. Passed unanimously.
- Kelsee also plans to Facebook “live” the NAILE Auction.

OFFICE REPORT-SUSAN

- Website Update- Susan reported continuing to gather quotes for security measures, nothing new concerning web site updates to report at this time.
- Susan suggested eliminating the fax phone line which is rarely used and would save money. Susan will report back next meeting the savings ILR could realize by eliminating this phone line.

SECRETARY’S REPORT-Ramona

- Mark moved approval of the secretary’s report for September 12, seconded by Linda. Passed unanimously.

TREASURER'S REPORT-Mark

- ILR Account Comparison
- | | 5/31/2018 | 6/30/2018 | 7/31/2018 | 8/31/2018 | 9/28/2018 |
|---------------------|-----------|-----------|-----------|-----------|-----------|
| • Show Division | 7883 | 7883 | 7883 | 7,883 | 7,883 |
| • Foundation | 4287.3 | 4347.4 | 4339.27 | 4,297.77 | 4,298 |
| • Savings | 92788.39 | 92793 | 92793.02 | 92,793.02 | 92,798 |
| • Business | 175.97 | 154.39 | 627.63 | 512.44 | 416 |
| • Gathering | 17046 | 23493 | 26173.4 | 26,131.40 | 26,355 |
| • General | 25,717.00 | 25,154.00 | 25,560 | 30,838.91 | 24,709 |
| • Youth Scholarship | | | | | 2,907 |
| • Totals | 147,897 | 153,825 | 157,377 | 162,457 | 159,366 |
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- September is the first month the total account balance has decreased in 3 months. New registrations are down but transfers are up. Total building expenses are more - \$4370 vs. \$2250 last year.
- Overall the account is \$40,417 up from a year ago.
- Still several accounts not paid for The Gathering
- Linda moved to accept treasurer's report and Ramona seconded. Passed unanimously.

ILR COMMITTEE REPORTS:

- CCC-Sean/Ramona
- Becky Cleveland is interested in being on the CCC committee. Ramona will touch base with her.
- Ramona will call/email Debi Garvin and Heidi White to ask for their support and involvement in the CCC program.
- Ramona has contacted Bonnie Potter of the AOA to inquire if a couple of their members would serve on the CCC committee.
 - UAP/POT-of-GOLD - Ron/Mark- Nothing new to report.
 - Promotions and Marketing-Linda/Sean-Nothing new to report.

OLD BUSINESS:

- Richard Cox, UK proposal- Ron-
- Ron reported he has communicated with Richard Cox and let him know ILR has formed the ILR/UK Committee of which Ron and Linda will be the liaisons to the committee. Richard will be our contact and chair of the group.
- Susan Hannah has been returned to full-time status as Operations manager for ILR.

NEW BUSINESS:

Reduce the screening fee to register llama with the ILR from \$250 to \$100. Reducing this fee will help promote registration of llamas that need to be screened since the overall costs are very high. Linda made the motion to reduce the screening fee from \$250 to \$100. Marked seconded. Passed unanimously.

Any ILR Gathering participates who have outstanding balances will be sent a collection letter stating they have 15 days to pay any outstanding balances or the memberships will be suspended until all balances have been settled. Sean made a motion by email Sept 17, 2018 to approve the preceding. Mark seconded the motion. Motion passed by majority vote by email.

All participates in the Gathering are required to have all show fees paid before receiving the exhibitor packets and stalling their animals. Sean made the motion by email Sept 17, 2018 to approve the preceding. Mark seconded the motion. Motion passed by majority vote by email.

REVIEW OF PROGRESS ON BOARD PRIORITIES:

- Continue to be supportive to other llama organizations and reach out to find ways to work together for the good of the industry
- Continue to update and refresh the website
- 1) Eliminate links that do not work and content that is outdated
 - 2) Update photos on website
 - 3) Eliminate all old outdated information forms
- Universal Awards Program- Update, Review and Improve
- Promote the multiple uses of llamas
- Continue promotion of seller paid transfers – only \$10

ADJOURN:

Sean moved and Linda seconded to adjourn at 10:10 pm ET. Motion passed