

ILR BOD MEETING

Wednesday November 17, 2021 - 8:00PM ET

CALL TO ORDER – Kyle 8:05PM ET

Attendees

ILR BOD & Staff		
Kyle Mumford	President	
Ramona Simpson	Vice President	
Mark Smith	Treasurer	
Sharon Van Hooser	Secretary	
Debbie Arendas	Member at Large	
Susan Hannah	ILR Operations Manager	

Others in Attendance

Name	Role	Purpose	Time
Lisa & Kelsee Robinson	Gathering Chair		8:02PM ET-On Call 8:52PM ET-Off Call

SET DATE FOR THE NEXT MEETING – Dec 8th

2022 Gathering Update with Lisa Robinson:

- Live Streaming Options/Costs
 - o Lisa reported that she had been speaking with Webcasting regarding covering the Gathering show for 2022. She also spoke with Walton's but they were \$1,000.00 more than other webcasting companies.
 - o Benefits of doing Webcasting for the show would be:
 - Excitement from Exhibitors and Llama Community.
 - Increase Exhibitor and Vendor Sponsorships.
 - Add legitimacy to Llamas with being in front of so many livestock people.
 - Free live but subscription afterwards to view.
 - Can run 2 rings at a time.
 - Microphone is tied to live stream to eliminate background noises and will definitely be a benefit for the auction.
 - Headset's for commentary.
 - Sponsors can be run across the bottom of screen.
 - Can have 2 logo's on screen at a time for featured sponsors,
 - Can run 30 to 40 second commercials. (MP4 format)
 - o Original Pricing is \$1,500.00 per Ring per Day with Friday being \$3,000.00 plus Mileage and Hotel rooms.
 - Our Pricing would be \$4,465.00 for 3 days plus Mileage and Hotel Rooms.
 - Set up would be on Thursday and tear down on Sunday afternoon.

- **Motion was made by Mark to hire Webcasting to do 2022 Gathering Show and Seconded by Kyle. Unanimously Approved.**
- Lisa's opinion on the rainy day fund needs for the Gathering
 - Lisa is in favor of supporting a few other shows but not go too far to where we get into a bind for money to cover the Gathering each year.

OFFICE REPORT – Susan

- Programming Updates:
 - Database pedigree improvement options
 - Nothing more to report at this time.
 - ILR Top 10 programming costs/timeline
 - Nothing more to report at this time.
- 2022 Championship Show Discussion:
 - Applications received
 - Susan reported to date that there had been 7 applications received and we needed to wait a little longer before making a decision to make sure more applications were not held up in the mail.
 - Kick-off discussion
 - The Board held an open discussion on the Pros and Cons for each show that had applied to date in preparation for voting.
- The board discussed ongoing member issues/requests:

SECRETARY'S REPORT – Sharon

- August Minutes available for vote by email
 - Approved by Email.
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- September and October Minutes - Vote by email when they arrive

TREASURER'S REPORT – Mark

- Monthly reports:
 - 2 – CD's, Youth CD and Scholarship Fund - Up over last 2 years.
 - Account Balance - Down
 - Account Receivable - Up
 - Total Liabilities & Equity - Up
 - Total Show Division - Up
 - Registrations - Up
 - Office Travel - Up from Last Year
 - Gathering Expenses - Up
 - Net Income - Less than Last year

OLD BUSINESS:

- Recommendations for ILR Awards, UAP, & Gathering Points:
 - Board discussion was held in suggesting only allowing 1 set of UAP points per Judge at dual shows. More discussion to be held on UAP in

- the future after the next UAP Committee meeting.
 - Waiting on programming info/costs for potential award program changes
 - Discuss at next meeting.
- Fee Schedule Evaluation:
 - Tabled until the December meeting
- Pedigree improvements – Sharon:
 - Addition of photo to certificate?
 - To be reviewed in future meetings.
 - Better policing of photo policies, color requirements
 - To be discussed in future meetings.
- Governing Board
 - Next projected meeting date?
 - Ramona to work on next meeting date.
- ILR-SD Election
 - Any nominations? Should we send a reminder?
 - Susan reported that she had received a few nominations and was looking for more to come in.
 - Board discussion was held in regards to the Governing Board reviewing there being a specific age set for eligibility to run for committees.

NEW BUSINESS:

- Lean Times/Rainy Day Fund:
 - Waiting on 2009-2012 Profit and Loss Statements
 - To be discussed at next meeting.
- Virtual Judging Clinic proposal
 - To be discussed at next meeting.
- Board Priorities Spotlight:
 - Continue to be supportive to other llama organizations and reach out to find ways to work together for the good of the industry
 - A list of associations is already on the ILR site. Can it be improved?
 - Divvy up associations to touch base with and ask how we can help.

Member Communications:

- Q4 Newsletter (December)
 - Per Kyle, suggestions welcome!
- Social Media Marketing
 - Halloween engagement
 - Board bios request

- Kelsee is working on this. She is also looking at doing a Thanksgiving engagement along with a few other promotions to come out soon such as highlighting some youth UAP Champions, etc.

ILR COMMITTEE REPORTS:

- UAP –Mark
- Promotions and Marketing – Sharon/Kyle
- Gathering – Mark

ADJOURN BOD Meeting: 10:09PM ET Motion made by Mark, Seconded by Kyle. Unanimously Approved

BOARD PRIORITIES FOR 2021-22

- 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 – Review, Update, and Improve
- Promote the multiple uses of llamas
- Continue promotion of seller paid transfers – only \$10
- Focus on update ILR-SD – emphasis on simple and fun, clean-up contradictory language
- Improved direct communications to members – e-newsletter