

ILR BOD MEETING

Wednesday Jan 12, 2022 - 8:00PM ET

CALL TO ORDER – Kyle 8:04PM EST

Attendees		
Kyle Mumford	President	
Ramona Simpson	Vice President	
Mark Smith	Treasurer	
Sharon Van Hooser	Secretary	
Debbie Arendas	Member at Large	
Susan Hannah	ILR Operations Manager	
Lisa Robinson	Gathering Chair	8:03PM ET – On Call 9:04PM ET – Off Call

SET DATE FOR THE NEXT MEETING – Feb 9th

Gathering Update/Discussion with Lisa Robinson Gathering Chair:

- General update
 - Lisa provided updates on entry forms, the Gathering website, and upcoming promotions.
 - Contract signed with Walton Webcasting for event. (3.1 Plus million people will be able to view and review in future).
 - Walton can do promotional videos and commercials for us for use after event. Kyle asked Lisa if Walton could help develop the Online Judges training course for us, that is being discussed by the ILR-SD Judge's committee. Lisa will investigate.
- Judges Discussion
 - Discussion was held regarding judges for the Gathering show. An Eblast will be sent out on judges as soon as judges agree.
- 2x points or 3x points for the Gathering show
 - The BOD discussed the benefits and drawbacks of offering multiple sets of points for the Gathering show.

OFFICE REPORT – Susan

- Programming Updates:
 - Database pedigree improvement options
 - Link to certificate on each animal page not doable without rebuilding website. Potential improvements to the genealogy section for each animal were discussed.
 - ILR Top 10 programming costs/timeline –
 - Susan emailed Alan and waiting on response.
- UAP
 - The board discussed shows with missing results, needed before UAP Top 10 results can be finalized.

SECRETARY'S REPORT – Sharon

- December Minutes - Pending
- Dorothy's Java- Approved by Email

TREASURER'S REPORT – Mark

- Monthly reports –
 - Total Account Balances up \$1,942.44 from same period last month.
 - One year ago Total Balance was \$198,996.32
 - Balance Sheet – Checking/Savings are Up since 2020.
 - Current Assets – Up
 - Profit Loss – Less income this year.
 - Registrations – Up
 - Transfers – Down
 - Gross Profit – Up
 - Office Expense – Up from last year.

OLD BUSINESS:

- Recommendations for ILR Awards, UAP, & Gathering Points:
 - UAP committee update
 - Committee met on 01/11/2022.
 - Lots of discussion with committee and board on how to police input by exhibitors. Tabled for further discussion.
 - Is the committee or the board interested in any additional changes to the UAP in 2022?
 - The board agreed that no changes would be made to the UAP program in 2022, and that a eblast would be sent out to the membership to that effect.
- Governing Board:
 - Self nomination for Judges Committee, inquiry from Fleece committee:
 - **Ramona made a motion to approve Cathie Kindler on the Judge's Committee. Seconded by Kyle. Unanimously Approved**
 - Any others expressing interest?
 - 2 so far....waiting more responses. Will send out email again.
 - Susan provided an update on the survey that was recently sent to Governing Board members.
- The board discussed the possibility of an in-person meeting, or an extended conference call to discuss long-term planning and ongoing agenda items. The board tabled the idea, and agreed to try to add the items into regularly scheduled conference calls.

NEW BUSINESS: N/A

Board Priorities Spotlight:

- Board members provided updates on their reach-outs to llama organizations.
- The BOD discusses an ILR member survey, to be sent out later in 2022.

Member Communications:

- January Newsletter
 - Fee changes- focus on name change adjustment.
- Social Media Marketing
 - 12 days of Christmas engagement
 - Board bios request

ILR COMMITTEE REPORTS:

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

Ongoing Discussion Items

- Changes to ILR Awards, UAP, certificates
- Potential Pedigree changes
- Lean Times/Rainy day fund
 - Waiting on profit/loss statements

ADJOURN BOD Meeting: 10:40PM EST

Motion made by Kyle, Seconded by Ramona. 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