

ALSA Board of Directors Meeting Minutes

November 10, 2021

Call to order: 7:00 p.m. CST

Roll call:

Board Members: Cathie Kindler, President
 Lauren Wright, Vice-President
 Ron Baird, Secretary
 Carol Rutledge
 Deb Yeagle
 Anna Reese (Joined at 7:41 p.m.)
 Ulin Andrews

Others: Linda Kendall, Office Manager (excused absence)

I. Office Report:

For November 2021

1. Grand National was GREAT. Good Job to everyone involved. I really enjoyed meeting people that speak to on the phone, which was a real kick!
2. I will be able to start getting some results in this week. GN first followed by ALL shows youth competitors (then I can run the top 10 youth report) then the rest of the shows and get set for 2022. Now that I have a much better clue as to what is going on there are ways that we can tighten-up the process.

Expenses:

Total Expenses: \$1018.16

(No labor costs were charged)

As we turn over the accounts kept by the treasurer, we are going to be adding HostGator and Adobe as recurring monthly payments, just like the phone, etc.

I would like to submit my hotel and food charges from Grand National in lieu of charging an hourly rate. Over the past few months (June to present) I have been running to the PO and Bank but not tracking the time. Just pay my expenses for GN and for operating and we will be good in my book.

Expense summary:

| DATE | VENDOR | ITEM | HOW PAID | Amount | SUBMIT | Comments |
|------|-----------------------|-----------|----------|---------|--------|---|
| | HostGator | web | cc | 148.89 | | WEB and DB hosting |
| | The Hotel at Kirkwood | lodge/F&B | cc | 528.44 | | Hotel and meals for Grand Nati |
| | | software | cc | 340.83 | | Adobe Acrobat is what I use to member cards |
| | | | | 1018.16 | | |

Motion: Pay the office expenses of \$1,018.16 as submitted. Motion by Ron. Seconded by Deb. Motion unanimously passed.

II. Treasurer's Report:

The Board needs to approve the following expenses submitted by Vern Wright regarding the Grand National Show:

1. SE Regional: \$216.48 for show expenses check made out to SSLA.
2. Kirkwood Hotel: \$1171.84. GN Judges rooms: check made out to Vernon Wright to pay personal credit card.
3. US Postal Service \$54.20. GN money sent overnight (27.10 facility charge, 27.10 premium money). Check made out to Vernon Wright to reimburse cash paid.

Also,

1. Need the Nebraska Group Tax ID number for the 1099 on their \$1000 payment.
2. Where is the \$1000 from Cedar Rapids ? *Cathie will follow up on this.*
3. Need the list of exhibitors getting premium money at GN and the amount paid to each. *Recipients to declare any winnings on their taxes*
4. Need the remainder of any GN expenses submitted using the ALSA reimbursement form if appropriate.
5. Received a \$500 check from Sanjo Steel in memory of Raymond Wickham. Where does this money get allocated? *To the Raymond Wickham Memorial Fund.*

Eddie Robshaw has asked for her \$75 SE Regional entry to be refunded due to a family emergency which precluded her from attending.

Motion: Pay the above expenses for Grand National and refund \$75.00 to Eddie Robshaw. Motion by Ron. Seconded by Lauren. Motion unanimously passed.

Here is a list of recurring expenses which are managed by the BOD. Payment of these expenses can be through the Treasurer or Office.

1. The Event Helper (\$1240.82). This is the show insurance. Yearly charge. (June)
2. Zoom.US (\$158.60). Currently used for BOD monthly calls. Yearly charge. (Aug)
3. Constant Contact (\$216) email blast platform. 6-month charge (Feb and Aug)
4. OfficeMax/Depot. (\$99). Used to give discount printing. (July). Get \$100 credit
5. Hartford Insurance (\$498). BOD Insurance (June)
6. CT Corporation (\$476) our required representative in Wisconsin for corporation (Jan) *Ron will discuss the need for a Wisconsin agent with the Secretary of State of Wisconsin. If there is no need for an agent, this will reduce expenses on an annual basis.*
7. CT Corporation (\$20). Wisconsin filing fee for Corporate License (Jan)
8. Host Gator. (). Website host currently paid by Linda T (monthly)
9. Adobe License. (). Currently paid by Linda T
10. PO Box. () Currently paid by Linda T

Our Bank is Chase Bank.

Currently, Deb Yeagle is the only BOD member listed at the bank as the administrator. Only Deb can add or remove anyone. As Treasurer I am only authorized as a signer.

Credit Card Payment company
Square Up is the way we accept credit card payments.
Currently, I am the administrator and Linda functions as a virtual terminal.

There are ways ALSA can improve the money management system in place and produce a streamlined efficient path.
Chase has been a pleasure to deal with, but it does not have branches everywhere we need.
Square Up works but is expensive in the way we operate with a virtual terminal.
Another company may be more economical.

See the attached financials in the Addenda.

Discussion regarding recruiting a new Treasurer. It was decided the new Treasurer will be the account signer. There are several candidates being interviewed. Cathie will contact Chase regarding what it requires to transfer the Administrator and signer positions.

III. **Committee Reports:**

Alpaca – Chair: Vicky Donley, Liaison: Deb
No report submitted.

By-laws and Standing Rules – Chair: Lougene Baird, Liaison: Carol
There have been no questions concerning the Bylaws or Standing Rules from members. The Committee has not received direction from the Board of Directors to begin a Bylaw or Standing Rule change.
Respectfully,
Lougene Baird, Chair

Elections - Chair: Lougene Baird, Liaison: Cathie
The next General Election and Election of Directors will take place in October 2022. An ALSA member in good standing with the organization may declare himself or herself a candidate between July 1, 2022, and September 1, 2022. Please consider running for the ALSA Board. As a director your time will be invested in the future of ALSA. Please direct your questions concerning how to place your name on the ballot to the Election Committee.
Respectfully submitted,
Lougene Baird, Chair

Ethics and Protest- Chair: Cheryl Lambert, Liaison: Cathie
There is nothing to report at present.
Respectfully Submitted
Cheryl Lambert, Chair

Finance & Budget – Chair: **Open**, Liaison: Ron

Please refer to the Treasurer's report that is presented above.

Fleece – Chair: Judy Glaser, Liaison: Deb

No report submitted.

Grand National – Chair: Susan Leslie, Liaison: Lauren

No report submitted

Handbook – Chair: Adryce Mathisen, Liaison: Carol

No report submitted.

Judges' – Chair: Cyndi Ernst, Liaison: Ron

The committee is formulating the questions for the 2022 Annual Judge's Test. I will be mailing the test personally to the Judges and Apprentices at the end of December.

I am starting to receive Annual Reports. The form was sent to Judges, so they do not have to search the web site to find it.

I was so pleased to hear all the positive feedback from the Nationals. Thank you to all the people who took a tremendous amount of their personal time to put on the show and thank you to the participants who fit their animals and traveled to exhibit.

Regards,

Cyndi Ernst, Chair

Discussion was called to review the October decision concerning class order to accommodate silky and suri animals in a logical and convenient manner, so no animals are dismissed for being in the wrong wool classes. It was decided the order delineated last month will be the order followed by shows.

Membership, Publications, Promotions, Marketing & Website – Chair: Linda Tinsley, Liaison: Ulin

1. There is an extraordinarily strong interest in developing a larger group in the Upper Midwest. Michigan, Indiana, and Ohio have it going on, but MN, WI and IA are really chomping at the bits to get some ALSA sanctioned shows for 2022. I have spoken to some women there and we will get to work on it after the holidays. I would like to investigate how to make the MN State Fair an ALSA / ILR show! While the 4H kids are the future....we still have a whole bunch of adults that want to and have good reason to show.
2. I have identified a person who will be working with membership in Colorado and Wyoming.
3. The other areas where I would like to make a concentrated effort are:
 - i. Washington and Oregon
 - ii. Idaho,
 - iii. Oklahoma
 - iv. Missouri, Arkansas
 - v. Tennessee, Kentucky

- vi. New England!
 - b. These would be undertaken one group at a time, for two months, and then on to the next group.
4. I would appreciate any ideas for “sweetening” the membership pot:
- a. Exclusive deals and offers with regional suppliers
 - b. Negotiated rates and discounts (office supplies, canvas printing,)

And any other thing that would be useful or enticing to our membership.

Linda suggested consideration of some monthly ALSA class open to only ALSA members regarding items that would help them in showing, marketing and other industry facets.

Performance – Chair: Susan Leslie, Liaison: Anna
No report submitted.

Regional Committee – Chair: Susan Leslie, Liaison: Anna
No report submitted.

Show Management, Policy & Planning –Chair: Kathy Devaul, Liaison: Lauren
No report submitted.

Youth Committee – Chair: **OPEN**, Liaison: Carol
No report submitted.

IV. Old Business:

- A. None:

V. New Business:

- A. Review the 2021 Grand National Show.

Cathie reported that with the enthusiasm shown at this year’s Grand National, the same event center has been booked and set up for the 2022 Grand National Show. Exhibitors declared it was an enormous success.

- B. The ad hoc committee to aid in determining the future.

Board members still need to submit their suggested members of this committee to Cathie.

- C. Discussion concerning the request to drop the non-ALSA member fee.

As Superintendent of the Allen County Open Llama Show, I am aware of the ALSA Waiver of Youth Membership Fees for one ALSA Show Per Year, approved at your meeting May 12, 2021. I agree with the BOD’s thoughts that this will improve attendance and promote ALSA sanctioning from a Superintendent’s point of view. I would like to request a Marketing strategy one step further for my show only as a test. Waive the Non-ALSA Member fee for all exhibitors. This fee is the primary reason I have chosen in the past to dual

sanction as a double ILR show rather than have ALSA sanctioning. I received many calls from exhibitors wanting to participate only in the ILR sanctioned part of the show due to the fee, then deciding not to participate at all when they realized the only cost savings to them was that fee. I would like to continue to support ALSA with my show. I would be glad to highlight this Waiver as a benefit of my show and be clear during my exhibitors meeting that this was a one-time only and only for this show. If you feel it is successful in increasing my show attendance sufficiently, I feel this would give you another benefit to sanctioning shows that are having trouble encouraging attendance.

With Highest Regard,
Tim Smith
Superintendent, Allen County Open Show

This request was discussed at length. Consideration will be given at next month's Board meeting as to the extent to which this would be allowed. In the meantime, the following Motion was made:

Motion: Grant the Allen County Open Llama Show a one-time waiver of the non-ALSA Youth Membership Fee. Motion by Ulin. Seconded by Anna. Motion unanimously passed.

The next regular Board meeting will be December 8, 2021 at 7:00 p.m. CST.

Motion to Adjourn at 7:55 p.m. CST. Motion by Ron. Seconded by Anna. Motion unanimously passed.

The ALSA Board of Directors may convene in Executive Session to discuss personnel matters, any items on this agenda or to consult with Legal and/or Accounting Counsel.

**Addenda
Financial Statements**

Balance Sheet

| | <u>Oct 31, 21</u> |
|---------------------------------------|-------------------------|
| ASSETS | |
| Current Assets | |
| Checking/Savings | |
| Chase - Operating | 10,348.79 |
| Chase Savings Account | 40,009.39 |
| Youth Scholarship Account | <u>2,810.67</u> |
| Total Checking/Savings | <u>53,168.85</u> |
| Total Current Assets | <u>53,168.85</u> |
| TOTAL ASSETS | <u><u>53,168.85</u></u> |
| LIABILITIES & EQUITY | |
| Liabilities | |
| Current Liabilities | |
| Accounts Payable | |
| Accounts Payable | <u>-4,150.00</u> |
| Total Accounts Payable | <u>-4,150.00</u> |
| Total Current Liabilities | <u>-4,150.00</u> |
| Total Liabilities | -4,150.00 |
| Equity | |
| Opening Bal Equity | 49,204.42 |
| Retained Earnings | 8,470.52 |
| Net Income | <u>-356.09</u> |
| Total Equity | <u>57,318.85</u> |
| TOTAL LIABILITIES & EQUITY | <u><u>53,168.85</u></u> |

Profit and Loss Statement

Jan - Oct
21

| | |
|-------------------------------|-----------|
| Income | |
| a MEMBERSHIP REVENUE | |
| 2021 Adult Membership | 6,768.76 |
| 2021 Youth Member | 2,490.84 |
| 2022 Adult Membership | 146.60 |
| 2022 Youth Membership | 25.00 |
| Total a MEMBERSHIP REVENUE | 9,431.20 |
| ALSA SHOW FEES | |
| Sanctioning Fee | 919.45 |
| Show Entry Fee | 11,110.00 |
| Total ALSA SHOW FEES | 12,029.45 |
| BANKING FEES;NSF Payment | 124.00 |
| GRAND NATIONAL | |
| Premium Sponsor | 3,050.00 |
| Total GRAND NATIONAL | 3,050.00 |
| Income | |
| Interest Income | 3.02 |
| Total Income | 3.02 |
| JUDGE REVENUE | |
| 2021 Judges Due | 294.44 |
| Total JUDGE REVENUE | 294.44 |
| REGIONAL REVENUE | |
| Buckeye Regional | 3,670.00 |
| Southeastern Regional | |
| Entry Fees Adult | 47.68 |
| Southeastern Regional - Other | 2,335.00 |
| Total Southeastern Regional | 2,382.68 |
| Total REGIONAL REVENUE | 6,052.68 |
| Youth Committee Income | 45.00 |
| z OTHER INCOME | 72.22 |
| Total Income | 31,102.01 |
| Gross Profit | 31,102.01 |
| Expense | |
| a GRAND NATIONAL E | |
| Clerking | 475.00 |
| Facility | 4,524.00 |
| Fleece Premiums Paid | 4,475.00 |
| Judges | |
| Judges Fees | 1,925.00 |
| Travel or Room | 127.25 |

| | |
|---------------------------------|-----------------|
| Total Judges | 2,052.25 |
| Obstacles | 1,000.00 |
| Postage | 156.99 |
| Ribbons / Awards | <u>3,172.11</u> |
| Total a GRAND NATIONAL E | 15,855.35 |
| ALSA SHOWS | |
| Printing | <u>99.00</u> |
| Total ALSA SHOWS | 99.00 |
| B.O.D. EXPENSES | |
| BOD Conference Calls | <u>158.60</u> |
| Total B.O.D. EXPENSES | 158.60 |
| BANKING FEES | |
| Banking Fees NSF | 12.00 |
| Reconcile Debit | <u>100.00</u> |
| Total BANKING FEES | 112.00 |
| Corporation Renewal | 509.00 |
| EXECUTIVE OFFICE - NEW | |
| ALSA P.O. BOX | 113.00 |
| Constant Contact Eblast Expense | 432.00 |
| Internet | 106.35 |
| Office Labor Cost | 5,348.50 |
| Office Supplies | 6.48 |
| Telephone | |
| ALSA Phone/iPad | <u>982.02</u> |
| Total Telephone | <u>982.02</u> |
| Total EXECUTIVE OFFICE - NEW | 6,988.35 |
| Insurance | |
| Board of Directors | 498.00 |
| Show/Event Liability | <u>1,307.04</u> |
| Total Insurance | 1,805.04 |
| Legal-Prof Fees | |
| Legal-Prof Fees; TAX PREP | <u>725.00</u> |
| Total Legal-Prof Fees | 725.00 |
| REGIONAL COMMITTEE | |
| Regional Postage | <u>192.15</u> |
| Total REGIONAL COMMITTEE | 192.15 |
| REGIONAL SHOW EXPENSE | |
| BUCKEYE REGIONAL E | |
| Judges Expense | 708.82 |
| Judging Fee | <u>600.00</u> |
| Total BUCKEYE REGIONAL E | 1,308.82 |
| SOUTHEASTERN REGIONAL E | |
| Judging Fee | <u>600.00</u> |

| | |
|--------------------------------------|-----------------------|
| Total SOUTHEASTERN REGIONAL E | 600.00 |
| WESTERN REGIONAL Exp | |
| Judge Expenses | 345.69 |
| Judge Fee | <u>600.00</u> |
| Total WESTERN REGIONAL Exp | 945.69 |
| REGIONAL SHOW EXPENSE - Other | <u>1,159.10</u> |
| Total REGIONAL SHOW EXPENSE | 4,013.61 |
| YOUTH COMMITTEE | |
| Scholarship | <u>1,000.00</u> |
| Total YOUTH COMMITTEE | <u>1,000.00</u> |
| Total Expense | <u>31,458.10</u> |
| Net Income | <u><u>-356.09</u></u> |





