

FABA

2/5/2017

Board Members:

Present: Jamie Flores, Brenda Crum, Debbie Pettis, Nancy Plyler
Quorum present? Yes

Others Present:

None

Proceedings:

Meeting called to order at 1:20 p.m. by President, Jamie Flores

Discussion Items:

- **Ideas for seminars and events** were discussed as well as timeframe for next seminar.
 - Parasite Seminar – June timeframe
 - Overview of parasitology as well as options for fecal testing and demo.
 - Possibly combining with skirting seminar
 - Skirting Seminar – possibly June or July timeframe
 - Learn the how to for skirting a fleece for processing, show, spin-off
 - Fiber Related Seminar – Late summer timeframe
 - All About Alpaca Event – possibly end of October or to Coincide with NAFD
 - Opportunity for marketing fiber products as well as alpaca. Extensive marketing planned to draw public to attend. Location will be critical – considering the outskirts of the Orlando area.

More details on the seminars above will be forthcoming in the near future.

- **Seminar tentatively scheduled for 2/25/2017 will be rescheduled for future.** The timeframe didn't work for the majority of our members. The following topics provided by members were still of interest and will be considered for future seminars.
 - Breeding for fiber improvement
 - Evaluating traits to improve herds
 - Selecting the best match for breeding
 - How to make your program stand out
 - Parasites – basic info

- **Marketing Initiative**-Board reviewed a new marketing initiative for FABA members to promote their farm, alpacas, and farm products via a monthly advertising opportunity on the FABA website.
 - The following option will be available for FABA members to sign up for on a monthly basis.
 - Each month (beginning in March) 2 farms will have the opportunity to be highlighted on the HOME page of the FABA website. This will be on a 1st come 1st serve basis. The farm can choose what information they would like advertised and all information is to be submitted by the 20th of the previous month. A farm can only be highlighted 1 time in a 12 month period. (March-March)
 - The cost per farm highlight will be \$35.00 per month.
 - Examples may include:
 - Farm Highlight
 - Female/Package Highlight
 - Herdsire Highlight
 - Products

Please send request to Jamie Flores (jflores2@tampabay.rr.com) with interest.

- **FABA Grant Program** – Board discussed the idea of providing a small grant for FABA members to use for alpaca related needs. More details of the program forthcoming.
- **FABA Newsletter**-Beginning in March, we will create a **FABA newsletter**. Farms will have the opportunity to send info to jflores2@tampabay.rr.com with “Happenings around your Farm.” All info must be sent by the 20th of the previous month to be included. This newsletter will be posted on FABA’s Homepage and also on the FABA FB page.
- **Treasurers Report**- Total in bank and PayPal--\$15,139.75
- **Getting Input**- starting next week Debbie will be posting a WEEKLY question for the membership on the FABA FB page and also sending an email on Thursdays. This will be a great opportunity for the membership to share ideas and gather information. PLEASE JOIN THE FABA FB PAGE IF YOU HAVEN’T YET...and...PLEASE PARTICIPATE!
- **Encourage New Membership**: Please share with you clients and fellow alpaca members the Good News About FABA. Encourage them to become members. We can continue to grow with your help and participation! Great things are happening!

Pending:

- **FABA Banner** – It would be ideal to have a banner – potentially 2 sizes – be purchased to help promote FABA at various events. Banner for table display as well as a large banner (5 x 5 guestimate). Jamie will look into costs and bring to the Board for approval.
- **FABA Promotional Material** – we are unable to find the location of the FABA t-shirts. These were given to new members. It is being considered having T-shirts made for the “welcome” package for new members as well as T-shirts for members to purchase.
- **Welcome Committee:** We *are still seeking volunteers* to serve on the “Welcome to FABA” Committee. This committee would be responsible for sending Welcome Packets to each new member.

Meeting adjourned at 4:00 p.m.

Minutes submitted by Secretary, Debbie Pettis