

## **NORTHWEST LOWLINE ASSOCIATION**

Board Meeting via teleconference

March 27, 2012

### **PRESENT**

Shelley Dodd

Jacqui Duran

Diana Lilleflore

Rick Palmer

Beverly Shirts

Susan Hagle

Diana called the meeting to order 7:06 Pacific time.

### **REPORTS**

#### *Treasurer's report*

NWLA currently has \$5700 in our regular account. We have not yet received payment from the ALR. Alice is expecting about \$2500 in annual payments from the ALR. This sponsorship money is based on the number of ALR members in our area. \$400 of this is money to assist NWLA with a social event. Alice will check with Sherry Doubet at the ALR registry office to be sure the money is on the way.

We have about ten new members after our membership drive. Alice will provide an updated list of the membership to the board to be sure the new members are included in all of our mailings.

#### *Secretary's report*

Minutes from the February 16, 2012 board meeting: Diana moved to accept the minutes as written; Shelley seconded, and all voted in favor.

### **NORTHWEST LOWLINE EXPO**

#### ***Schedule***

Jacqui and Shelley put the schedule together. Some of the speakers could only be there on certain days so the schedule had to be adjusted to accommodate that. Saturday has more scheduled events than Sunday for this reason. The board agreed that this is a good schedule and well balanced with adequate times for each item on the agenda.

#### ***Facilities***

Diana has arranged for porta-potties and Idaho Lowlines will cover the cost. —We need to send a thank you to Idaho Lowlines for this.

#### ***Food and drinks***

Morning—coffee and doughnuts will be provided by NWLA. Jacqui will buy the doughnuts locally from an IGA. Diana has been baking her famous banana bread. Rick will pick up juices on Saturday morning on his way to the expo.

Lunches—Muddy Creek Ranch will donate hamburger for lunches.

Diana has lined up a vendor who will offer milkshakes, hotdogs, brats, and Lowline burgers. He is a local Rathrum business and works alone. He'll set up around 10 a.m. until around 2-3 p.m. There may be a lunch rush between presentations so Diana promised that we will pitch in if he gets behind.

Dinner—Idaho Lowlines has offered to donate the beer and Diana is looking into the possibility of their donating the wine as well. That way all proceeds from beer and wine would go to the NWLA youth fund. We need to send a thank you to Idaho Lowlines for this as well.

### ***Advertising***

*Lowline Ledger*--The first Ledger ad came out in March. This was donated by Idaho Lowlines. The board agreed to use our free full-page ad in the Ledger to advertise the expo again. It will be out in May. Shelley will tweak the last ad and re-submit it.

*Fliers*—Shelley designed a nice flier for the event and we need to be sure it gets posted in as many locations as possible.

*Craig's list*—Jacqui placed ads on Craig's list in the CDA and Spokane areas. Others can place similar ads for their area.

*Stockman's publications*-- Rick will get the costs for placing ads in several ag publications including:

- Capitol press
- Hobby farms
- Stockman Grassfarmer
- Rural Ads (Internet)
- Cascade Cattleman

*Local marketing weeklies*—Diana will place ads in the Nickel's Worth for the last few weeks before the expo. Others that should also be considered are The Exchange (Spokane), The Shopper (Lewiston), and Palouse ads (internet).

Rick will write an ad appropriate for these outlets and email it to the board so we can get it into the local marketing publications.

*NWLA newsletter*—the spring newsletter should go out in early May to keep our members thinking about the Expo. Deadline for submissions to Shelley for newsletter is April 15.

### ***Other Expo details***

*T-shirts* for the expo can be produced with short notice if we decide to have them.

*Name tags*—Diana has already purchased name tags that can be worn on a lanyard, for people working the expo.

*Sale cattle*-- We still have space for private treaty cattle so if you know someone who is planning to sell cattle, let them know, and have them get in touch with Jacqui.

*Shelter for Expo attendees*—Diana, Jacqui and Bev (I think) offered shelter for anyone who would like to attend the expo but would hesitate because of the cost of a motel. Beds and an RV space can be made available.

### **LOWLINE LEDGER**

Rick will write our regional report for the spring Ledger and route it to the board for review.

## **MAILING LISTS**

Sue's list of ALR members in Idaho, Washington and Oregon who are not (as of February 2012) members of NWLA will be sent to the board.

Alice's updated list of NWLA members will be sent to the board.

## **OTHER EVENTS**

Spokane Fair--Jacqui has been in touch with the Spokane fair board. Our show should be on Saturday of the fair.

Coeur d'Alene Fair—has offered an entire barn to Lowlines. We should plan how to fill it with cattle, exhibits, perhaps a lounge area.

## **JUNIOR MEMBERSHIP**

*The problem*--We have not been consistent in how junior membership is paid. Some families, in the past, have paid for separate junior memberships, \$5 each, for their children while others have included the children in their ranch membership. Currently, only Bev is a separate junior member (not associated with a ranch membership). Including them on a ranch membership makes it hard to see how many junior members we have and probably weakens the youth program.

Considerations--We should be consistent in our dues requirements.

With our efforts to better-fund the youth program, we should look at ways to increase the profile of our youth program so cleaning up the dues situation is a start.

The by-laws are not clear on how the dues should be paid for Junior memberships so we should clarify the by-laws at the next annual meeting.

We should see how it is handled by the ALR although we are not under any obligation to do the same.

Options discussed were to: (defining "youth" as a person 21 or younger and "ranch" as an individual, partnership, corporation or firm)

- 1) Formally allow any youth of a "ranch" membership to be included as a junior member without additional dues.
- 2) Formally allow any youth of ranch membership, who resides at the ranch address, to be included as a junior member without additional dues.
- 3) Charge \$5 per youth regardless of whether the parents have a ranch membership.

This could get sticky because of the many family situations, so we should give this more consideration. The board agreed to discuss this further at the expo in May.

Next meeting will be March 10, 7 p.m.

## **MEETING ADJOURNED**

8:08 Pacific time

Susan Hagle, Interim Secretary

Submitted March 29, 2012