

WESTERN STATES LOWLINE ASSOCIATION

Board Meeting via teleconference

March 5, 2013

PRESENT

Jacqui Dodd-Duran

Diana Lilleflore

Rick Gosselin

Shelley Dodd

Alan Bradshaw

Beverly Shirts

Katherine Wise

Jacqui called the meeting to order at 7:06 pm PST.

REPORTS

Secretary's Report

Minutes from the February 3, 2013 board meeting: Alan motioned to accept the minutes; Beverly seconded, and all voted in favor.

Treasurer's Report

WSLA currently has \$4773.00 in our checking account and \$780.00 in the junior account. There is \$150.00 in checks that need to be deposited, which would bring the account to \$4923.00. WSLA does have 30 active members now. We should be seeing money from the ALR soon. The name on the Treasurer's account does need to be changed.

OLD BUSINESS

Junior Committee

Beverly said the Skillathon for the Expo will include an anatomy contest and barnyard Olympics which includes a relay. For the showmanship, we need to get award sponsors. As of now, there are no applicants for the scholarship.

Website

Shelley made updates to the website for the Expo, including the schedule, our host hotel, and speakers. She is still waiting for the wine tasting schedule. We still need to get a new domain name for the website and will see what is available.

Marketing

Diane mentioned that we need to decide when to put ads out for the Expo and what media to use. We can use the two signs from last year to put out on highway 95. She is close to finishing the ad for the wine tasting fundraiser. Alan said he would check into the cost of a credit card reader for use at the Expo and also to use on the website. Monthly fees and transaction charges would be costs we need to think about when deciding which company to use. Paypal might be an option. The fees are approximately \$5.00 per month and 2.9% + 30 cents per transaction. It would come with a free card reader. We would also need to pre-register. We want to consider a built-in transaction fee to cover costs. We could charge \$25 if paid before the Expo and \$30 at the door.

Wine Tasting Fundraiser

The name of the event will be "Wine and Bovine". Jacqui and Diane are working out the details for the advertising; newspaper, craigslist, ALR and radio. Beverly is working on updating our Facebook page. It was discussed and decided that people who are participating in the Expo and would like to come to the Fundraiser may do so without paying if they aren't interested in wine tasting. Board members are working on finalizing their "baskets" for auction at the event.

Events

Rick and Jacqui are looking for sponsorship for the Expo. Pens, paper, and folders are taken care of at this point. Beverly suggested having Gold, Silver and Bronze sponsorship to make sponsoring a little easier. We decided a Gold sponsorship would be \$300, Silver \$200 and Bronze \$100. Rick mentioned that we could also thank sponsors over the PA system throughout the event. We also need sponsors

for the futurity classes. It was suggested that champion would be \$50 and reserve \$25.m Rick has put all the costs together for the event. For the Jackpot Futurity there will be no 2011 cows/heifers. We need to put the fee for the Private Treaty Sal on the website. Submissions should be made by April 1st.

Vice Chair Duties

One addition to the Vice Chair duties would be sending out a welcome letter to new and existing WSLA members.

NEW BUSINESS

April 2, 2013 at 7:00 pm PST will be the next board meeting.

MEETING ADJOURNED

Rick motioned for the meeting to be adjourned; Beverly seconded, and all voted in favor. 7:56 pm PST.

Katherine Wise, Secretary

Submitted March 20, 2013