



Pack Llama Trail Association, Inc.
 Dedicated to Preserving and Promoting the Working Llama
 www.packllama.org

PLTA BOARD MEETING MINUTES: AUGUST 19, 2020

Introduction

Location of Meeting:	Tele-Conference Call
Call to Order Time:	7:-03 MST
Adjourn Time:	8:00 MST
Board Members Present:	Tom Seifert, President Lisa Wolf, Secretary Jen Hood, Treasurer Greg Hall, Director at Large
Board Members Absent:	John Fant, Vice President Laura Steere, Director at Large Scott Noga, Director at Large
Other Attendees:	None
Last meeting:	Tuesday, June 17, 2020
June minutes posted for review:	No Minutes were filed
June minutes approved:	No Minutes were filed
Next meeting:	Tuesday, September 15, 2020

Summary of Decisions Made

- The board approved reimbursement to Sandra Van Lieu for postage incurred when mailing Mileage Record certificates
- The board approved purchase of an external hard drive by Lisa Wolf for the purposed of managing videos for publicity and training. The cost will be \$57.99 which will be reimbursed.
- **The June meeting did not have an agenda or a quorum. No minutes will be filed.**
- **The July meeting was cancelled due to lack of availability of members. No minutes will be filed.**
- The Burns Llama Trailblazers will be sanctioned for a fall pack trial for their llamas.

Treasurer's Report: Jen Hood

Treasurer's Report for June 2020

INITIAL BALANCE for PLTA U.S. Bank account on June 1, 2020	\$4225.13
DEPOSITS	<u>\$ 30.10</u>
Membership Fees	\$ 20.00
Associate Fees	\$ 0.00
Llama Registration	\$ 0.00
Sanctioning Fees	\$ 0.00
Other	\$ 10.00
Interest	\$ 0.10
EXPENDITURES	<u>\$ 191.76</u>
MONTHLY NET INCOME	\$ (161.66)
ANNUAL NET INCOME	\$ (39.98)
ENDING BALANCE for PLTA U.S. Bank Account, June 30, 2020	\$4063.47



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Treasurer's Report for July 2020

INITIAL BALANCE for PLTA U.S. Bank account on July 1, 2020	\$4063.47
DEPOSITS	<u>00.03</u>
Membership Fees	\$ 0.00
Associate Fees	\$ 0.00
Llama Registration	\$ 0.00
Sanctioning Fees	\$ 0.00
Other	\$ 0.00
Interest	\$ 0.03
EXPENDITURES	\$ 0.00
MONTHLY NET INCOME	\$ 0.03
ANNUAL NET INCOME	\$ (39.95)
ENDING BALANCE for PLTA U.S. Bank Account, July 31, 2020	\$4063.50

Secretary's Report: Lisa Wolf

Website: No action has been taken on the website

Database:

- Accounts Database:
 - Added account for new youth member, Kylee Mellema #458
 - Deposited \$10 membership fee for Kylee in Burns branch of US Bank
- Llama Database: No action has been taken on the website

Writer/Editor:

- Consulted with Steven Mortinson on timeline for video production on June 16, 2020.
- Made no further progress on video production
- Made final edits on article for Pack Animal Magazine and submitted the article on July 25, 2020

Next Up:

- Get video production back on line
- Update reports and files for summer 2020

Status of 'Actions Going Forward' from the May Meeting

Person	Assignment	Completion
Greg Hall	Contact Apple again to find out about nonprofit support options	Completed
Greg Hall	Set up groups.io sites for the mileage club and certifiers	May 22, 2020
Greg Hall	Edit films of activities at Laura's pack trial/challenge event	Continuing
Tom Seifert	Continue working with TechSoup to get PLTA properly registered	Completed
Board	Review TechSoup information for hidden costs or other problems	Completed
Board	Examine specific areas where TechSoup could be helpful to the PLTA.	Continuing
Lisa Wolf & Tom Seifert	Edit script for Certifier training film. Practice videoing using phones	Continuing
Board	Continue locating still images for use in a promotional video	Continuing
Jen Hood	Provide input on content of video topics	Continuing
Tom Seifert & Lisa Wolf	Write letter protesting ban on use of llamas in ANWR and post letter for review by board members	Completed
Board	Review and approve letter protesting ban on use of llamas in ANWR	Completed
Tom Seifert	Submit ban protest letter to the USFWS	Completed



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Old Business

Tech Soup

Update by Tom Seifert

The PLTA is a qualified nonprofit organization and therefore qualified to purchase items from Tech Soup. Costs are reduced 30% or more. Board members are asked to identify what items the organization needs.

Certifier Training Video

Update by Lisa Wolf

Short videos were made by Lisa Wolf, Anne Sheeter, and Tom Seifert using phones. Steven Mortinson acknowledges that crazy covid complications that have made things difficult. He continues to be willing to work on the project. He needs video files to be uploaded to an external hard drive and sent to him along with a script. Greg Hall advises that plenty of material should be submitted for a rough cut that will be edited for the final product.

PLTA Promotional Video

Discussion by the Board Member Present

The board wants the video to show all the ways the PLTA supports working llamas by including video of llamas in action from all the country's regions and from members in Australia. The board recommends that members from each region can contribute clips showing what they do with their llamas and the part the PLTA plays in their llama management.

Video of Eastern 4H PLTA Kids Activities

Greg Hall filmed the Spit Happens spring 2020 pack trial. He has worked up first and second versions of a final product, but is still not satisfied with the result. He plans to try again, and is working on making sure he has waivers from all the people shown in the video. He is also willing to share clips for any other video projects the PLTA is working on.

New Business

Demise of Pack Animal Magazine

Update by Tom Seifert: Alexa Metrick has decided to end publication of the magazine. Despite its high quality, it was financially insecure and she wants to move on to other things.

Discussion: This is a blow to the PLTA because the magazine was the main venue for getting word out to the public and members about PLTA activities. Years ago it started as the Backcountry Llama produced by Gwen Ingram and was dedicated to the working llama. When the PLTA board decided to start a webpage, articles and information that were previously included in newsletters were intended to be hosted on the website instead. This never came to fruition. The PLTA board needs a way to inform its members and the public about PLTA activities. It was suggested that perhaps Alexa could be persuaded to publish a bi-annual newsletter with this information.

Promoting Growth and Expansion of the PLTA

Issue: The number of members is in decline. Since revenue is based on memberships, it is also in decline. Covid19 has caused most activities to be cancelled. Members typically renew memberships at these activities. Members currently have had little access to information about board activities and other news.

Discussion Points:



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- It is at least as important to retain current members as it is recruit new members.
- We need to send out a quarterly update.
- We need to send out reminders at the beginning of the year to renew memberships since people forget.
- The monthly minutes could be sent out to all members as a mass email.

Action Going Forward:

- Tom Seifert will undertake creating and sending out a quarterly update.
- The Board resolves to send reminders to renew memberships to existing members at the beginning of the year.

Effect of COVID19 on Future Activities

Discussion Points:

- Out door activities are being allowed in some states. Where possible, people there should be encouraged to continue llama activities with proper precautions.
- Eastern states are constrained by prohibitions of activities on state land, but county and private lands are not restricted. Members there are looking into finding locations where activities can take place.
- Infinity Acres would like to hold a fall pack trial if a venue can be found.
- Oregon is not restricted on outdoor activities as long as social distancing precautions are taken. The Burns Llama Trailblazers of Burns, Oregon would like to hold a fall pack trial, but there would likely be only animals from that organization participating. Would the board approve that?

Action Going Forward:

- Tom Seifert will undertake creating and sending out a quarterly update.
- The Board resolves to se reminders to existing members at the beginning of the year to renew memberships since people forget.
- The Burns Llama Trailblazers will be sanctioned for a fall pack trial.

Board Member Action List

A "to do" list for board members and volunteers

Person	Assignment	Date for Completion
Greg Hall	Continue work on creating a video of Laura Steere's pack trial/challenge event	Ongoing
Board	Created videos showing PLTA activities in their area	Ongoing
Lisa Wolf & Tom Seifert	Continue work on Certifier training video	Ongoing
Board	Continue locating still images for use in a promotional video	Ongoing
Board	Review potential needs for Tech Soup purchases.	Promptly
Lisa Wolf	Purchase external hard drive for storing video files	20Aug20
Jen Hood	Reimburse Sandra Van Liew for Mileage certificate postage	Promptly
Jen Hood	Reimburse Lisa Wolf for external harddrive purchase once receipt is received	Promptly
Tom Seifert	Contact Alexa Metrick regarding publishing a quarterly newsletter	Promptly
Tom Seifert	Write quarterly update for members	Not determined
Tom Seifert	Send beginning of the year reminder to members to pay dues	Not determined

Announcements

The next Board meeting will be Tuesday, June 16, 2020