



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

PLTA BOARD MEETING MINUTES: SEPTEMBER 22, 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 Scott Noga, Director at Large Greg Hall, Director at Large Laura Steere, Director at Large
Board Members Absent:	John Fant, Vice President
Other Attendees:	None
Last meeting:	Tuesday, August 18, 2020
August minutes posted for review:	Saturday, August 22, 2020
August minutes approved:	Tuesday, September 15, 2020
Next meeting:	Tuesday, October 20, 2020

Summary of Decisions Made

- The president’s letter to the members, “Letter to members 9-21-2020Final.docx”, will be sent out in its current form electronically to all members past and present and hardcopy in a clearly labeled envelope to select members deemed unlikely to see in email.

Treasurer’s Report: Jen Hood

Treasurer’s Report for August 2020

INITIAL BALANCE for PLTA U.S. Bank account on August 1, 2020	\$4063.50
DEPOSITS	<u>\$ 10.03</u>
Membership Fees (New youth member Kylee Mellema)	\$ 10.00
Associate Fees	\$ 0.00
Llama Registration	\$ 0.00
Sanctioning Fees	\$ 0.00
Other	\$ 0.00
Interest	\$ 0.03
EXPENDITURES (Reimburse Sandra Van Liew)	<u>\$ 36.85</u>
MONTHLY NET INCOME	\$ (26.82)
ANNUAL NET INCOME	\$ (66.77)
ENDING BALANCE for PLTA U.S. Bank Account, August 31, 2020	\$4036.68



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Secretary's Report: Lisa Wolf

Website: Minutes for all of 2020 have been added as pdf files

Database:

- Structure and content of Challenge records has been reviewed in preparation for adding new records

Writer/Editor:

- Reviewed and edited Tom's letter to the members
- Consolidated Tom and my efforts at writing script for Certifier training video into a single document "pltaCertifierScreenplay200922.docx"

Next Up:

- Continue editing script for training video
- Install document file structure and content to groups.io

Status of 'Actions Going Forward' from the August Meeting

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	Done
Jen Hood	Reimburse Sandra Van Liew for Mileage certificate postage	Done
Jen Hood	Reimburse Lisa Wolf for external harddrive purchase once receipt is received	Done
Tom Seifert	Contact Alexa Metrick regarding publishing a quarterly newsletter	Ongoing
Tom Seifert	Write quarterly update for members	Pending
Tom Seifert	Send beginning of the year reminder to members to pay dues	Pending

Old Business

Burns Llama Trailblazer Pack Trial

- Two day Master trial is scheduled for October 17th and 18th, hoping for no snow. Scott Noga and Cameron Gordon will be/have been invited, otherwise the trial will be unpublicized due to COVID19.
- No other pack trial events are planned

Tech Soup

Comments by Laura Steere

The external hard drive and video equipment we need for creating our publicity and training material could be available from Tech Soup.

Letter to Members Review (Letter to members 9-21-2020Final.docx):

Discussion: All Board members have reviewed the document and are satisfied with it. They agree that it should be sent to PLTA members past and present. Concerns about the format with which to send it were voiced, since some people read email and some people read hardcopy better. It was noted that hardcopy letters risk being disregarded as junk if not clearly identified.

Action Going Forward: Tom will send the letter email to all past and present members on his list. He will create an envelope with the PLTA logo on it and send hardcopy versions to select members via the postal service.



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Video Production:

Spit Happens 4H Club Pack Trial

Update by Greg Hall: Greg released his video for review by the board. He solicited input for making it better and is considering making versions for different uses. He asks that if people want him to make changes please note the time in the video at which the issue occurs. That helps him pinpoint the area that needs work. Since the children didn't like the music (scary) Greg will make alternate version(s) to try different options. They will be available in a week or so for board members to review. The versions can be made longer or shorter. They can include greater length for certain sequences. Greg is happy to re-edit for any changes needed and keep multiple versions available.

Discussion:

- Excellent work, very entertaining.
- The URL for www.packllama.org worked fine
- Changes requested
 - In the introduction change "Trial" to "Trail"
 - Make clear that this is a Basic level pack trial. We need to be sure people understand that the higher levels of PLTA certification are much more complex and challenging than what is shown.
- Greg would like to create a version with a different flow to use on the website.
- Greg would like to make a blooper version for in-house viewing
- Use the bloopers for certifier training video to show things that go wrong.
- Greg will make a video (15 minutes or so) that contains lots of footage not used in this version so we can look at it and select sections we want to use for other purposes or incorporate in the final version
- We need videos of higher level pack trials

Certifier Training Video

Update by Lisa Wolf:

The external hard drive is in hand, but technical difficulties have prevented loading videos from phones onto it. No further videos have been made. The first drafts of the scripts Lisa and Tom wrote have been consolidated into a single draft screenplay to provide Steven Mortinson the format he needs. The draft will be sent to Tom for continued review and editing. Lisa requests that Board members continue sending appropriate images to her to load onto the hard drive. We have three different kinds of videos going: the Spit Happens video, Promotional video, and Certifier Training video. Different images are needed for each. Members are encouraged to review their files and send images they think appropriate. The original plan was that Steven Mortinson would come out to Burns Oregon and film.

Discussion:

- Laura has sent stills. Lisa has them on file
- Scott has numerous useful stills and can provide quality images from his website if needed
- Tom and Lisa will continue to work on script.
- The video needs to follow the same sequence as other training materials.
- There is a great deal of material to cover. It might need to be broken into segments
 - Possible ways to break material up
 - By level
 - By obstacle type
 - Showing how a given type of obstacle changes as the certification level advances
 - By field work vs. paper work
- The videos should show mistakes, bad behavior, and failures as well as passable and excellent performances.
- Some portion of video should show llama negotiating obstacle(s) with narration that describes both positive and negative aspects of what is going on.



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PLTA Promotional

Update by Tom: The publicity video is where we we can use still images and more video clips. Perhaps we could get video of Master trails by videoing the upcoming BLT trail

Discussion:

- Lisa and crew do not have a video camera. They have been using their phones.
- Scott, has a video camera. If he is in attendance he could bring his camera and try for some footage. When filming using phones, hold them horizontally. It creates a product that is much easier to use in video production

New Business

Enlisting Support from Beau Baty of Wilderness Ranch in Idaho Falls, Idaho

Update by Tom Seifert: Beau is a very active and competent Rocky Mountain llama packer with a large outfitting business. He has produced many excellent videos. There are up to 90 of his videos posted on YouTube that cover all kinds of topics. Should the PLTA negotiate with him to publicize our organization in his videos in exchange for the PLTA doing the same for him on our website. 90

Discussion:

- Beau's ideas don't always match what the PLTA is promoting. We should only work with him if we can be sure that he is in line with the PLTA program and philosophy.
- Beau has a great on-camera presence and a large audience. He could be a good advocate for the PLTA and help us reach many people.
- Beau is running a commercial enterprise and we are a non-profit. We have to be careful that we are not seen as promoting a particular entrepreneur.

Action Going Forward: No action was decided on

Board Member Action List

A "to do" list for board members and volunteers

Person	Assignment	Date for Completion
Greg Hall	Revise and perfect video of Spit Happens pack trial	Ongoing
Board	Created videos showing PLTA activities in their area	Ongoing
Lisa Wolf & Tom Seifert	Continue work on Certifier training video	Ongoing
Scott Noga	Film BLT Master pack trial	October
Lisa Wolf	Download phone videos to external harddrive	22Oct20
Board	Send still images for use in videos to Lisa	Ongoing
Board	Review potential needs for Tech Soup purchases.	Promptly
Tom Seifert	Get back to TechSoup regarding Filemaker program	Promptly
Tom Seifert	Re-Contact Alexa Metrick regarding publishing a quarterly newsletter & see if she has had a change of heart	Promptly
Tom Seifert	Write quarterly update for members beginning in January, April, July & October 2021	Future
Tom Seifert	Send beginning of the year reminder to members to pay dues	December

Announcements

The next Board meeting will be Tuesday, October 20, 2020 (Note: Tom will be unable to attend)