



## ***Pack Llama Trail Association, Inc.***

*Dedicated to Preserving and Promoting the Working Llama*  
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# PLTA BOARD MEETING MINUTES: JANUARY 2020

## Introduction

Meeting Date:	January 21, 2020
Type of Meeting:	Board of Directors Monthly Meeting
Location of Meeting:	Tele-Conference Call
Time Called to Order:	7:02 MST
Time Adjourned:	8:10 MST
Board Members in Attendance:	Tom Seifert, President Lisa Wolf, Secretary Jen Hood, Treasurer Greg Hall, Director at Large Laura Steere, Director at Large Scott Noga, Director at Large
Board Members Absent:	John Fant, Vice President
Other Attendees:	None
Recorder:	Lisa Wolf
Date of last month's meeting:	December 19, 2019
Last month's minutes approved:	As they stand
Date Approved:	January 21, 2020
Next month's meeting date:	February 19, 2020
Texts included as attachments:	None

## **Treasurer's Report: Prepared by Jen Hood**

<b>INITIAL BALANCE</b>	U.S. Bank account on November 1, 2019	<b>\$4,013.28</b>
DEPOSITS		<u>\$90.17</u>
Membership Fees		\$30.00
Associate Fees		\$60.00
Llama Registration		\$0.00
Sanctioning Fees		\$0.00
Other		\$0.00
Interest		\$0.17
EXPENDITURES		<u>\$00.00</u>
IRS 501(c)(3) Application		\$600.00
MONTHLY NET INCOME		\$90.17
ANNUAL NET INCOME		(\$218.49)
<b>ENDING BALANCE</b>	U.S. Bank Account, December 31, 2019	<b>\$4,103.45</b>

Jen requests that board members submit their volunteer hours so she can include them in the year end accounting. These include any hours you spend in administration of or support for the PLTA such as working on



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publicity, administering a Challenge or Pack Trial, preparing for and attending meetings, engaged in correspondence including phone calls and email or anything else that you do for the PLTA that is official business.

### **Secretary's Report: Lisa Wolf**

#### **Admin:**

- Edited Tom's January 8<sup>th</sup> letter to the members
- Draft January board meeting agenda posted on 12/18/19
- Draft for Approval December board meeting minutes posted on 12/18/19
- Final January board meeting agenda posted on 12/20/19

#### **Website:**

- Joomla CMS updated to latest version 3.9.14 on 12/18/19
- November Board meeting minutes posted on website on 12/18/19

#### **Database:**

- Data downloaded into Accounts application. Fixing last bugs. This is about ready to put on a host so we can all use it. That will require some research yet.

#### **Writer/Editor:**

- Prepared letter to the members for posting.

#### **Next Up:**

- Update website.
- Update Llama database.

### **Status of 'Actions Going Forward' from the November Meeting**

Person	Assignment	Date for Completion
Scott Noga and Greg Hall	Set up group sites for mileage club and certifiers	Will be accomplished shortly.
Lisa Wolf	Set up files on groups.io and add important documents	Unable to post due to technical problems
Tom Seifert	Contact Dick Sheehan regarding PLTA agent for Idaho State Annual Report	Postponed. Dick is currently unavailable
No specific person assigned	Finalize document detailing "Pack Trial on Request" parameters. File document for future reference.	No specific date set
Board Members	Consider ways to increase membership and be prepared to explain how to accomplish them at 1/21/20 meeting	Completed, 1/21/20
Board Members	Consider PLTA administrative work load, the tasks and duties of each board member, and be ready to discuss options at 1/21/20 meeting.	Completed, 1/21/20

#### **Discussion:**

Greg requested promotional literature that he could use at his upcoming llama shows. The first will be in February in Tampa. Extensive materials are available at <http://www.packllama.org/index.php/about-the-plta/brochures>. It includes fliers, brochures, and posters describing PLTA programs and activities. These items are available for all members and the public to download. Business card sized contact information cards and promotional give-aways are available from Tom. He will put some in the mail for Greg this week.

Laura notes that no membership renewal reminders have gone out to the members. Tom will be sending that information out tonight as part of the membership letter. Laura suggests that multiple emails and Facebook prompts such as other organizations start sending out in early December is a process the PLTA should be doing



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too. Most of our membership renewals come between February and March. The membership letter going out tonight is timely.

### **President's Report: Tom Seifert**

#### **IRS Letter:**

- We received a letter from the IRS stating that nonprofit 501(c) (3) has been re-established for the PLTA retroactive to September 26, 2019. **To maintain this we now must be sure to file the 990EZ form every spring.** It is a simple electronic form that takes five minutes or so to complete. If we don't complete it we will lose our status again, as happened in 2012. Thank you to everyone including Gina O'Brien, Jen Hood, Sue Seifert, Lisa Wolf, and all the other board members past and current who helped make this possible. An electronic copy of the contents of our submission will be made available for posting on the board's groups.io site.
- Have not been able to reach Dick Sheehan. Believe he has gone south for the winter. He will probably return in April. Until that time we will maintain the Idaho state records as they are.
- June 10-13, Beau Baty (Wilderness Ridge Llamas) will be holding 3 days of Ccara testing and 2 days of seminars dealing with packing, trekking in the backcountry. I am planning to attend.
- In July 11-12 or so, in Conifer, Colorado, Alex Metrick will be hosting a llama rendezvous out of Denver. She has asked that the PLTA participate. (See "New Business")
- Membership letter will be sent to the members this evening. Has been sent to members. The goal is to have a quarterly letter ready to be sent out April, July, & October. If anyone has topics or would like to write the letter, let us know.

#### **Discussion:**

- SSLA will hold spring pack trials on April 25<sup>th</sup> and 26<sup>th</sup>. Everyone is encouraged to attend.
- Paige McGrath will host a two day event. April 18<sup>th</sup> will be a show and the 19<sup>th</sup> will be a pack trial.
- Infinity Acres is tentatively planning to host a pack trial on September 12<sup>th</sup> and 13<sup>th</sup>. Contact Laura Steere.

## **Old Business**

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### **Developing Priorities and Assigning Projects: Tom Seifert**

**Issue:** We want to make sure that all board members feel positively about the organization and are encouraged to contribute in a way that best suits their abilities and strengths. There are a number of on-going projects we have been working on. Some have been or need to be assigned to specific members of the board to spearhead or manage in order for progress to be made. Note that detailed descriptions of official duties and responsibilities are listed in the association's bylaws and standing rules. This time was taken to review suggestions and clarify a path forward.

#### **Tasks To Consider Undertaking in the future**

- Developing specific 'give-backs' to our membership including a quarterly or semi-annual pamphlet. All Board members will be asked to participate with ideas and re-writes.
- Developing a Certifier training program available via Skype, YouTube or something similar

#### **Discussion Points:**

- Tom has contact with a teacher who's high school class might be interested in designing a promotional plan to promote the PLTA, llamas, using Skype, developing certifier training including creating video and so forth.

**Action Taken:** Board members agreed that the following general outline of responsibilities is appropriate.



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### **President:**

- With membership direction, develop the path forward (goals).
- Outreach to members and non-members.
- Letter writing to magazines, journals.
- What perks would help to get Llama Outfitters to join?
- Continue to complete certificates, when requested

### **Vice-President:**

- Outreach to members and non-members.
- Supporting the goals of the president.
- Completing Packer's primer.

### **Secretary:**

- Continue work on data-base.
- Maintain website.
- Write meeting agendas and minutes.
- Help with editing of letter writing and articles.

### **Treasurer:**

- Monitoring and up-keep of all financial records.
- Taking care of in-coming monies and providing Board with up-to-date financial records.
- Sending receipts to members.
- Responsibility for Idaho Business records and IRS records.

### **Director-at-Large Greg:**

- Helping with Groups.io.
- Community out-reach and working to develop a strong relationship with younger members and new members.
- Helping with quarterly news-letters.

### **Director-at-Large Scott:**

- With Greg, helping with Groups.io.
- Providing support for Facebook and PLTA website.
- Continued help with insurance providers and how to entice outfitters.
- Continued community out-reach.
- Helping with quarterly news-letters.

### **Director-at-Large Laura:**

- Continue work with community outreach.
- Working with Greg to guide our young members.
- Working with Greg, certifiers, to hold Trials.
- Helping with quarterly news-letters especially with regard to content for and about kids

## **How to Grow the Membership: Tom Seifert**

**Issue:** We currently have some forty members who are up to date on their dues. This time has been set aside for constructive and tangible proposals for how to increase member participation and add new members.

### **Discussion:**

Board members are in agreement that the number one priority is to qualify more certifiers. They can then publicize, accommodate and support the members. They also provide the professionalism to the trials that we need.



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- The best way to train certifiers via person to person interaction with an experienced certifier training an apprentice.
  - This could be expensive because it can require long distance travel for our existing certifiers.
- We need to have a notebook for the certifiers to make it easy for them to understand the regulations
  - We already have all the necessary information in the *PLTA Pack Trial Handbook* which is available on the web electronically and as a pdf file for download.
  - We need something user friendly
- Lisa is still working on more posters for use at pack trials
- We could have an apprentice certifier use a GoPro to document what they are doing and submit it to a qualified certifier for review. If approved, the apprentice would qualify as a full certifier.
- We could film obstacles and demonstrate how to adjust the difficulty and complexity as we progress from basic to elite and make this available for training.
- We need to look at this like sales people. Advertise it. Promote it. Make it enticing. Make it look like something people very much want to do. Provide an element of fun and camaraderie. Then we have to make it user friendly by making sure that when someone attends a pack trial, they are made to feel welcome and special. We need to make it so that children want to participate.
  - How do we accomplish this?
  - Make it an adventure.
  - Post pictures of children having fun.
  - Create icebreakers that favor families and children that are part of a pack trial.
    - (Secretaries point of order added to the minutes after the meeting: As currently defined, pack trials are a specific function of the PLTA and do not constitute the entirety of an event. Pack trials consist only of the exam that a llama takes to qualify for certification.)
  - Reinstate the GeoLlama idea, but instead of making it a program level activity, just post coordinates for a location be it Wendy's or a waterfall, and let people have fun with it.
  - Set a policy that if anyone 17 and younger signs up for a pack trial, the event should include prizes
  - Hide prizes or treasures along the trial course and give hints or riddles at the outset to help people find them so as to make the trials more fun, like a competition.
- Tom intendsto put together a handbook for certifiers

## **New Business**

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### **Adjusting the Membership Fees: Tom Seifert**

**Issue:** Members have suggested that a more diverse membership fee structure is in order. January is a timely month to make changes if we choose.

The Accounts database has been constructed to accommodate this. It requires every individual involved to be identified as part of an account at the time of payment. Changes will require a new form and adjustment to the website. The database requires that for group memberships of any kind, a single contact person is identified and their contact information used for the account. All other members of the group are listed under that account. Correspondence from the PLTA will only be sent to the contact person.

Current text from the PTLA website:

“ Membership allows you to register your llamas with the PLTA and/or have your llama participate in PLTA sanctioned events and programs. It also provides you with the opportunity to have your contact information displayed publicly on the links page as well as have a link to your ranch or business information included.



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Associate status is required for insurance purposes for all non-owner handlers of llamas entered in PLTA sanctioned events and other participants who are not members. This does not include programs in which individuals participate independently, since those are not insured activities. Associate status may be rolled into a membership within the same calendar year by paying additional monies."

Some suggestions for account types (dollar amounts are to be accrued on an annual basis):

- **Associate** membership. **\$10**. This remains as currently defined. It allows an individual to participate in events without having the rights and privileges of a full member.
- **Youth club** membership. **\$50**. This would allow 4H or other organizations could join as a group for a lump sum. Member Anne Sheeter proposed this to cover two leaders and up to ten kids for a year.
- **Individual Youth** membership. **\$10**. This would allow an individual under the age of 18 to join separately from a family. Tom Seifert has suggested this.
- **Individual Adult** membership. **\$20**. This would cover a single adult. It has been requested a number of times by various members.
- **Family** membership. **\$30**. This would continue as is current. It would include two adults and any children under the age of 18 that live under the same roof. All individuals would be required to be listed.
- **Business** membership. **\$70**. Becky Cunningham and Anne Sheeter have long requested a business membership. They say that, years ago, Jo Sheehan allowed them to pay a discounted rate. They would like this to cover three individuals who would be identified as part of the business.
- **Outfitter/Business** membership **\$50**. Tom Seifert suggests encouraging outfitters to join as a business. In this concept, the owner and up to three handlers that take groups into the back-country would be members, i.e., four people in all. More than three handlers would require an additional fee of **\$10** per handler.

### **Discussion Points:**

- Website and forms will have to be updated.
- This is our primary source of funds. We must be sure to maintain our income. As we increase our needs for traveling to train certifiers and provide education and so forth, it is critical that we maintain or increase our financial stability.
- Past membership has consisted of a \$30 family fee and a \$10 associate fee.
- What we have is reasonable, but to encourage new members we could offer a discount for the first year family membership and make it \$20.
- Individual youths would get membership cards, emails and everything that other members receive and are entitled to.
- For youth group memberships we could also send out membership cards and such to all the members of the group.
- For kids, if they are members as part of a family account, then that account number is their PLTA number. If they are part of a youth group, then *that* account number is their PLTA number.
- Individuals, either youths or adults, receive cards, PLTA numbers and contact personally.
- The business membership and outfitter membership may need clarification. Possibly combine them. Possibly increase the cost of the outfitter membership
- Is this change for 2020 or for 2021? Members have already been sending in their dues. How do we respond to them if their payment does not fit the new structure? We will have to reimburse, or apply any excess to next year, or accept the excess as a donation. (It's tax deductible.)
- Clarification: Associates have no rights or benefits other than insurance coverage and the right to participate in PLTA events.
- This would have been more effective to have been done in September. We could make it effective later in the year, but to be fair To be effective we need to apply it at the beginning of 2020.



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### **Action Taken:**

Tom and Lisa will prepare a document over the next 24 hours that presents, in motion format, a final version of this concept. It then will be made available to the members for review. It will be sent to the board members via personal email. Voting will take place electronically and be completed by Thursday January 23<sup>rd</sup>. The results will be sent to the membership by the end of the week.

### **Colorado Rendezvous: Tom Seifert**

**Issue:** Alexa Metrick, publisher of Pack Animal Magazine, informed us that a large rendezvous is being planned for July 11, 12, 2020, in Conifer, Colorado. They would love to have the PLTA represented to teach certifiers, hold a Challenge, possibly a Trial. More of an impromptu Trial, but if we get build a supply of certifiers and give them hands-on education with putting on a Trial, it will enhance and build the reputation and numbers of the PLTA.

Tom will be attending and taking pamphlets and handouts. He hopes to hold a certifier training prior to the event.

### **Discussion:**

- This is an excellent opportunity to promote the PLTA and we should have a presence there.
- Activities we can use to draw attention to the PLTA include:
  - A pack trial
  - A challenge
  - GeoLlama type activities
  - Certifier training
- We need to have a certifier training manual ("handbook") ready. Certifier(s) present to provide training and assistance.
- Tom and Lisa plan to be there.

## **Actions Going Forward**

A "to do" list for board members and volunteers

Person	Assignment	Date for Completion
No specific person assigned	Finalize document detailing "Pack Trial on Request" parameters. File document for future reference.	No specific date set
Greg Hall	Set up group sites for mileage club and certifiers	No date assigned
Greg Hall	Fix groups.io to allow uploading of documents to files	No date assigned
Lisa Wolf	Set up files on groups.io and add important documents	No date assigned
Lisa Wolf	Contact Mark Brindley and have him connect with Greg to make groups.io mileage site functional	No date assigned
Jen Hood	Add Treasurer's report to groups.io site	No date assigned
Tom Seifert	Set up IRS application packet for inclusion in groups.io files	No date assigned
Tom Seifert & Lisa Wolf	Prepare final version of new membership fee structure for review and vote by board	1/22/20
Board Members	Vote on approval or disapproval of new membership fee structure	1/23/20
Tom Seifert	Notify PLTA members of change in membership fee structure	1/25/20
Board Members	Brainstorm and begin planning activities and materials needed for the Colorado rendezvous	No specific date set