



## North American Wensleydale Sheep Association Annual Membership Meeting

February 17, 2017

Meeting was called to order with four Board members present; Virginia, Jeri, D'Andrea and Nan.

The minutes from the last Annual Membership meeting were reviewed and approved with the note that the date of the next meeting was not January 21, 2017 but February 17, 2017.

The new Executive Board members and Board members were introduced as follows; Virginia Sholomiti – President; Jeri Robinson – Vice President; D'Andrea Tyree- Secretary; Lois Olund Treasurer. We welcomed new Board Member Nan Fickett. Cory Simpson and Joanie Livermore remain active Board members.

Treasurer Report – Unavailable as Lois was unable to attend and notified the board. It was noted that Wendy Hanson will be assisting Lois in the Treasurer duties with the hope that she will take over this position next year so that Lois can relinquish her duties on the Executive Board.

Membership Update – D'Andrea is currently working with Accuregister to streamline the Membership spreadsheet and working on a new method to notify the association of all transfers to nonmembers so that we can reach out to them. We will currently archive all previous years' membership spreadsheets and work with the current year spreadsheet to be updated and current with 2017 members by March 1, 2017. This will allow for the website to have the most current information and member roster updated shortly after the beginning of March. It was discussed that we needed to be clear there is a difference between an Active Member and an Associate Member. Active members can register sheep and vote. Associate Members do not have these privileges. It was discussed during this time that we should make a free Associate Membership available to individuals who purchase registered sheep at the time that we transfer papers to them. It was felt that this would help us to track registered sheep better and also promote a positive atmosphere for the possibility of new breeders and new Active members. The motion was made by Diane and Second by D'Andrea and then voted in unanimously.

Website Update – Jeri is heading the task of updating and modernizing the website. That work is just about complete and ready to go live with the new sight. Virginia and Jeri are working out the last details. Jeri said she was little discouraged with GoDaddy as it did not have all the potential she had hoped for and she is limited in some of the creativity she had hoped to gain with this program but everyone who had viewed the new site was very happy with the work that Jeri had done and it was felt this was a big step in the right direction for making the site a little more user friendly and informative and better able to represent our current membership, purpose and goals.

Newsletter Update: Nan is working on the first Newsletter and is at a standstill until further discussion could be had about posting the newsletter to the website or mailing it out to members. After discussion amongst those present it was decided to go ahead and mail out the first newsletter upon completion and then readdress at a later date whether

or not to make a permanent spot on the website for the Newsletter. Nan asked for suggestions and topics of interest for the Newsletter.

Virginia gave the treasurer report in Lois' absence and just reiterated for the members that there are funds available for advertising and some new membership packets and that Lois would give a full report at the next meeting.

### **Old Business**

Welcome packets were discussed again and it was decided that Membership cards were the favored hard copy to give to members. The packet would include the card, a letter and a certificate. The card would include the member # and the farm prefix.

Advertising was discussed and it was decided we needed to finalize where we were going to advertise and get it done. Virginia is finalizing those plans. Ads will be run in Maryland Sheep and Wool, Sheep Magazine, Banner Magazine and Wisconsin Sheep and Wool for certain. Jeri and Virginia will work together to get this done.

Wisconsin Sheep and Wool Festival was discussed as an opportunity for those members in the Mid States to make a Wensleydale showing. D'Andrea spoke with a representative of the Festival Allan Thorson 920-623-3536 and put the Board in contact with the individual in charge of placing ads. It was decided that a half page ad would be placed in their catalog this year. D'Andrea plans to attend the Wisconsin Sheep and Wool and asked that others consider doing the same. For those interested in showing sheep they would create a Wensleydale class. Classes are judged to breed standards not against other breeds. The cost of a pen in the Hall of Breeds is \$25 with a maximum of 4 pens available per breed.

Virginia shared that she is working on an update to the Livestock Conservancy and she continues to work on the Ram Catalog with Cory.

### **NEW BUSINESS**

Virginia has created BOD accessible files on G drive which will contain folders for individuals to store information for all board members to access and a place to start making and gathering policies for the Association.

The subject of Education was discussed with some possibilities being a Carding video that would highlight breed standards. The group wanted to see a bigger push on the fiber attributes of the Wensleydale. Joanie and Sherry were working on this. The group discussed the importance of education for its members to further promote fiber as well as the other attributes the breed has to offer.

Virginia is working on UK breed points and possible relationship with the UK registry. This will be a topic for later discussion as a lot needs to be reviewed.

There was an overall enthusiastic atmosphere with a real motivation to get some of the most crucial aspects of membership and breed promotion activated before the next meeting. The meeting was closed with a date of April 14, 2017 to be the next BOD meeting.