

**Alberta Lamb Producers  
Board Meeting Minutes: 23 July 2024**

Attending: Marty Winchill, Alison Neale, Richard Bocher, Adam French, Staff: Jolene Airth

Regrets: Jordan Allen

Absent: Darlene Hawco

The vice-chair called the meeting to order at 7:05pm.

1. **Motion to approve agenda, Seconded.**
2. **Motion to approve the meeting minutes from July 9, 2024, as presented. Seconded.**
3. Office and Financial Update
  - a. Budget vs actual was reviewed.
  - b. June Tag Stats were reviewed.
  - c. Executive Director Report, written report circulated.
4. AGM Planning
  - a. Sponsor & speaker update Staff and directors continue to reach out to potential speakers and donors.
  - b. Director nominations –Four director nomination forms have been received to date.
  - c. ASBA request to hold their AGM during our AGM/Conference event. The board discussed this opportunity and agreed to offer an option.

**Action: ED will connect with ASBA to offer a time slot for their AGM.**

5. New Producer Procedure. The board discussed the option of calling each new producer to introduce them to ALP and decided that this is not feasible. It was decided to continue mailing a welcome package which will include all directors' names and contact info in a welcome letter.

**Action: ED to edit new producer welcome letter to include all directors contact information.**

6. ChatterHigh The board agreed to continue supporting this initiative and to review and approve content when requested by ChatterHigh.

**Action: ED to continue to send directors statistics on program usage and content edit requests as they come into the office.**

7. CSF responsible administrator application follow with CFIA. The board wants to meet with the CSF board, with no executive directors present before the next in-person board meeting in September.

**Action: ED to email contact at CFIA to request directors only meeting in August. ED to compile list of 6-8 questions for CSF, derived from previous communication pieces; then circulate to board for review and edits.**

8. Sponsorship requests

- a. Spenser Kells- Board discussed and felt that this request does not serve producers, or advance the industry
- b. Ag for Life- The board agrees that AG for Life is an important organization, and they support it, however the budget does not allow for the sponsorship requested.

**Action: ED to respond to requests as per boards direction above.**

9. Marketing Council attending September in person board meeting

MC would like some direction on what the board wants them to present.

**Action: ED to compile list from previous discussions and distribute to board for review, prior to submitting to MC.**

10. Provincial 4-H Sheep Show Jordan and Jolene attended sheep show and Summer Synergy in Olds. This was a good opportunity to connect with other sponsors, 4-H staff, producers and 4-H members. The event was well attended.

Lloyd Exhibition and Fair – Richard was in attendance and reported on a small but successful sheep show, with the benefits of connecting with a veterinarian and producers.

11. Calgary Stampede Sheep Showcase - ALP banners were displayed; Sheep showcase was a success.

12. Upcoming Events:

Badlands Summer Select Sheep Sale: August 9-10, 2024 – Adam French

SSDB AGM January 10-11, 2025:

BC Sheep Federation AGM- October 5-6, 2024 Abbotsford, BC:

13. Producer Feedback

*\*Directors write notes/comments in the database every time they speak to a producer.*

ED spoke with a producer who would like to see more emphasis placed on advertising Alberta Lamb and another producer who would like to see conference speakers deliver information that is useful in the day to day operations on the farm.

14. In Camera 8:15pm Out of camera 8:18pm.

15. Motion to Adjourn Meeting at 8:18pm.

**Outstanding Action items:**

***Action: ALP Directors will reach out to potential speakers to see if they would be able to speak at our AGM.***

***Directors to send measurements sent to Darlene***

***Action: Directors and ED to dedicate time to soliciting AGM Sponsorships and inputting the information into the AGM Sponsor tracking file***

**Next Meeting August 13, 2024**

