

**ALP Board Conference Call Minutes  
April 22, 2025**

**In attendance:** Jordan Allen, Adam French, Darlene Hawco, Alison Neale, Richard Van Driesten, Olivia Blum, Martin Winchell

**Staff:** Jolene Airth

**Regrets:** none

The chair called the meeting to order at 7:00 pm confirming quorum with all directors in attendance.

**Motion to approve the agenda, seconded, all in favor, motion carried.**

**Motion to approve the minutes of April 8, 2025, director meeting, seconded, all in favor, motion carried.**

**Office and Financial Update:**

March Tag stats were reviewed.

The board discussed the director's acknowledgement plaques in the Sheep Centre and reviewed the history.

Promo Items for Targeted Grazing course- staff presented a spreadsheet of KTT and Promo items for the Targeted grazing Course and the board was supportive of the items being ordered utilizing Rangeland Sustainable Grazing grant funds.

**Old Business:**

**AGM/Conference Committee Report:** Directors are waiting for a response from the final speaker and farm tour host. The venue has been booked; however, no contract or invoice has been received. Staff have reached out to all potential sponsors assigned to them, directors to reach out to their assigned sponsors and expand requests to other companies if applicable.

**Action: Directors to reach out to potential sponsors asap and update the document.**

**National Committee Report** – The ALP National Committee met with BC directors. No check-off is in place in BC, although the producers have been working toward this for many years. Their organization is totally run by volunteers. BC has different Zones that have director representation across their province. A large producer in BC is 100 years, an average farm is 10-15 ewes. BC is appreciative of all the resources on the ALP website. BC is very in favor of national unity with all provinces under one umbrella.

ALP committee has a scheduled meeting with Manitoba next week.

**New Business:**

**Agrivoltaics Conference at Olds College** – staff will attend conference with boards approval.

**CS Agri-Food Committee Meeting recap & Invitation to exhibit at CS-** ALP chair and Executive Director attended the Calgary stampede Agri-Food committee meeting on April 9. After compiling submitted

data from the ag sectors, the committee shared common messaging to be presented to the public regarding agri-food that will be used during events including Aggie days and the Calgary Stampede. The Aggie Days Sheep showcase display was well done and featured three producer's sheep in the display. ALP was invited to exhibit at the Calgary Stampede, however the board determined that the event was beyond their capacity and will continue to support the Calgary Stampede Sheep Showcase committee as they have done historically.

**Producer Feedback:** A director attended the shearing day at a Hutterite colony and her attendance was well received. Staff reviewed two recent check-off refund requests. A director has connected with an Alberta company that sources local wool to make knitting wool, underwear and socks, and will discuss potential advertising and sponsorship opportunities with them, as well as investigate writing an article about them for the newsletter.

**Industry Events:**

Terroir Symposium, Alberta on the Plate May 3- Calgary, Jolene  
Poundmaker Ram Sale-May 22-Fort McLeod, Richard  
Mountain View Aggie Days– May 23-24, Carstairs, Jordan  
All Canada Sheep Classic – July 9-12, Brandon, MB, Jolene  
ASBA Symposium – October 16-18, Camrose, Jordan

In camera at 8:09, out of camera at 8:20pm.

**Motion to Adjourn at 8:20pm.**