

ALP Board Conference Call Minutes
August 12, 2025

In attendance: Jordan Allen, Adam French, Darlene Hawco, Richard Van Driesten, Martin Winchell, Cody Legault

Staff in attendance: Jolene Airth

Regrets: Olivia Blum, Alison Neale

The chair called the meeting to order at 7:05 pm confirming quorum with 5 directors in attendance.

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

Motion to approve the minutes of July 22, 2025, director meeting, seconded, all in favor, motion carried.

Office and Financial Update:

July tag stats were reviewed. Tag sales were lower this month compared to this month in the past 5 years.

Report from the Executive Director- written report was circulated with the board.

Staff request for director bio/photo/interesting facts to post on social media was approved.

Action: Directors to send social media content to ED.

Old Business:

AGM/Conference:

Committee-update on producer panelists, and speaker topic. Bagged lunch provider has been secured.

Action: directors and staff to confirm with their assigned speakers and panelists.

Sponsor update-new sponsors have joined, sponsor follow up still in progress.

Action: directors/staff to continue to reach out to potential sponsors, directors to send staff sponsor details.

Promo Items- stickers discussed, directors decided to go with higher quality vehicle grade decal stickers, and fewer quantity.

Action: staff to order stickers.

New Business:

Full Research Proposal approvals- tabled to August 26 meeting.

NSN – July 30 meeting update was shared.

Board Swag: Responsible use of funds was discussed. Business cards will only be ordered after staff confirms a director will use them. Name tags will remain the same format and only be ordered for full directors. Wool vests and long sleeve button up shirt will be standard issue for directors. DIT will not receive any swag items.

Action: staff to source shirts as discussed.

Director Briefings: RDAR round up, Agrivoltaics Conference and All Canada Classic reports were reviewed.

Producer Feedback – none received

Industry Events:

ASBA Symposium – October 16-18, Camrose Jordan

ALP AGM & Conference, Lethbridge Nov 14 & 15

In camera at 8:19pm, out of camera at 8:27pm.

Motion to Adjourn at 8:27pm.