

**Alberta Lamb Producers
Board Conference Call Minutes: 28 February 2021**

Attending: Ryan Greir, Darlene Stein, Karl Denwood, Nicole Schieck, and Judy Buck

Regrets: Brittany Walker

In-camera started at 8:00am and ended at 8:01am.

Meeting started at 8:02am.

1. Agenda

Motion to approve agenda as presented. Seconded.

2. Motion to approve the meeting minutes from February 25, 2021 as presented. Seconded.

3. National Strategic Objective theme

- a. Board Discussion
- b. SWOT Analysis

4. Define Strategic Objectives

- a. The goals for the future broken into measurable initiatives, both short and long term.

5. Create SMART Goals

- a. Define actions for each objective (who, when, how, resources)
- b. The actions required to attain the desired objectives for the future
- c. Review potential items saved in the strategic planning folder – does this align with our current strategic plan?

Action: More research into charging check-off on imported lamb by ALP Chair.

Action: Staff to breakdown the fees and check off amounts on tags, plus the cost of the tag and mark up from CCWG and post on the website to clarify for producers. ALP: \$1.50, CSF traceability (CSIP) 0.19, 0.40 CCIA.

Action: Staff to inquire on figuring out the margins on the cost of RFID tags.

Action: Staff to do deep dive in Zoom and other webinar program platform features – can it show the speaker on the screen while presenting?

6. Plebiscite

Discussed the ALP plebiscite and more specifically what the benefit(s) would be to producers if non-refundable check off is the outcome of the plebiscite.

7. Outstanding Action items

- a. Staff to continue to have ALP Legal work on the formal amendment document to send to marketing council. This document will be presented to the ALP board for final approval, prior to being submitted.
- b. Staff to plan a team building activity at the May F2F Meeting.
- c. At ALP's next F2F Meeting, have Judy complete the signing authority paperwork to submit to ATB.
- d. Staff to circulate board and chair assessments twice a year – mid year and at the end. First assessments will be sent out in April, 2021.
- e. Barber pole worm follow up from Darlene.
- f. Vice Chair to connect with vet to inquire about accessing the vaccine. Vice Chair will circulate information to the board.
- g. Nicole will submit an article for the spring N'ewesletter by the March 3 submission deadline,
- h. ALP Chair and staff to connect offline on how to best proceed with a response to the producer inquiry.
- i. When the UCVM agenda is sent out to the ALP Board representative, they will make sure to share it with the board so Directors can put forth some suggested recommendations.

In camera

The in-camera meeting was called to order at 3:38pm and adjourned at 3:48pm.

Motion to adjourn meeting at 3:49pm.