

**Alberta Lamb Producers  
Board Conference Call Minutes: 16 January 2021**

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

Regrets: None

**1. In camera**

The in-camera meeting was called to order at 8:02am and adjourned at 8:10am.

Meeting was called to order at 8:11am.

**2. Agenda**

**Motion to approve agenda as presented. Seconded.**

**3. Motion to accept meeting minutes from the January 14, 2021 board meeting as presented. Seconded.**

**4. Overview of the strategic planning**

**Action: Staff to reach out to new ED in MB.**

**Action: Staff and Chair to take 2021 AGM offline and discuss at one of our weekly Chair-ED meetings.**

**Action: Review the APP idea at a future board meeting.**

**5. Mission development/refinement**

**6. Vision development/refinement**

**Action: Staff to break the strategic planning into manageable, smaller pieces and start to add into future board meeting agendas to begin the process of creating a new strategic plan.**

**7. Environmental scan**

**Action: Staff to find a better video to include in the PPT presentation to explain how to put the SWOT to work.**

**8. Competitive advantage review**

**9. Define strategic objectives**

**10. Create SMART goal**

**11. Define Key performance indicators**

**In camera**

The in-camera meeting was called to order at 10:57am and adjourned at 11:01am.

**Motion to adjourn meeting at 11:01am**