

**Alberta Lamb Producers
Board Meeting Minutes: 05 February 2023**

Attending: Emilie Rowe, Jordan Allen, Judy Buck, Jolene Airth, Nicole Schieck, Rick Cromarty and Raelene Schlumeister

Regrets: Richard Boscher

In-camera started at 7:57 am and ended at 8:04 am.

Meeting started at 8:05 am.

1. Agenda

Motion to approve agenda as presented. Seconded.

2. Motion to approve the meeting minutes from January 26, 2023 as presented. Seconded.

3. Office & Financial Update

a. GIC Renewal

Motion: ALP to re-new the ALP GIC account with Scotia Bank for the 388 day, non-redeemable at 5.2%. Seconded.

Action: Staff to reach out to ATB to let them know we will be moving our GIC account funds when it is set to re-new Feb 13, 2023, unless they will match Scotia Bank's rate.

b. Budget vs Actual

c. Traceability Meeting Follow Up

Action: Staff set up meeting with CSF to learn more about the AgroLedger program on Feb 23, 2023 with GoA Traceability team members.

d. FAA Convention Update

e. September 9, 2023 Board Meeting

Action: February 9, 2023 meeting will be cancelled.

f. Shop G'day

Action: Staff to circle back and let them know ALP will advertise their website as an alternative marketing option for producers (direct to consumers) and in turn our producers will receive a discounted rate if

they choose to sign up.

Action: Staff will make sure to place on the marketing materials that we do not endorse G'day, however this is simply an option available to producers to connect directly with consumers to sell their product.

g. Ag in the Classroom

Action: Staff to share that ALP's content goals for this partnership are similar to that of Pork: Include information about ALP (marketing commission), terminology, lambing, feeding, breeding, health, shearing, marketing, career opportunities.

h. Aggie Days Trade Fair

Action: Staff will circle back and let them know we are unable to set up/man a booth this year however appreciate the invitation to attend.

4. Committees

Wool Committee:

Committee discussed adding a wool section on our consumer website to help educate consumers on wool products along with which breed brings a better price for your wool.

Action: Committee to provide more information on what changes they propose should be done to the website to include a wool section to educate consumers on the products available.

Action: Committee to create/present proposed infographic for wool consumer website for board feedback/approval.

Action: Committee to draft letters to companies sourcing American wool vs Canadian wool to learn how we can provide them with Canadian wool vs American wool to keep it local.

Action: Committee to send staff information that they would like to relay to CCWG and in turn can send off the email.

Action: Committee member (Vice Chair) will touch base every month with CFW to see how things are going and if anything has changed.

Action: Committee will sit down and create their own Smart Goals so it is clearly identified what is being worked towards, how they are going to achieve the goals and keep the dialogue going.

Marketing Committee:

Action: Vice Finance Chair will connect with the stampede committee to see what type of investment they would be able to make when it comes to the creation of new

marketing videos – from farm to plate and circle back with the committee to share the information.

Action: The remaining funds in the promotions line item will be put towards the creation of new consumer videos vs a small amount of promotional items to hand out.

Action: Committee will research the topics/themes for the proposed promo videos and find out pricing to share with the board at the March 9 meeting (for the options available ex: how many videos at what length of time showcasing what content).

Large Producer Committee:

Action: Vice-Finance Chair joined this committee, and they are working on compiling the producer contact information to be able to reach out and set up a producer group meeting.

Producer Town Hall Committee:

Action: Committee to compile a list of potential producers (and alternate speakers) to sit on panel.

Action: If needed, the committee will send staff what they would like advertised in the spring n'ewesletter to source producers to sit on the abovementioned panel, by March 15, 2023.

National Committee:

Action: Directors to send staff an email about items that they would like brought forward to NSN on items to bring up to politicians at the CFA AGM Meeting,

5. AGM Planning

Action: Staff will call the E.D. of SSDB and see if they can share their experience from their past AGM and circle back with the board.

Action: Staff to reach out to Romy Schill from Circle R Livestock to see if they would be interested in being our keynote speaker at the 2023 AGM along with the cost.

Action: Board needs to determine/confirm the cost of registration based on the cost of presenters.

6. Research

Action: Staff to connect with Dr. Joyce Van Donkersgoed regarding the covexin 10 vaccine for sheep – is there a way we could create a research project on this similar to the pneumonia vaccine project that just wrapped.

Action: Staff to circulate our research priorities document with CCR to see if there is any interest on collaborating on another research project, we can submit to RDAR.

7. Wild Boar De-brief

8. ASI Convention De-brief

Action: Staff to factor in sending 2 ALP reps to the 2024 ASI Convention when creating the draft 2023-24 budget.

9. ASBA Symposium Sponsorship

Action: ALP will be a bronze sponsor of the 2023 ASBA Symposium.

Action: Staff will circle back with ASBA to let them know our sponsorship level.

10. AB on the Plate

Action: Staff to take the feedback from the board and share it with AB on the Plate in terms of the proposed content planning.

Action: Directors to reach out to their proposed contacts to see if they are interested in being featured for AB on the Plate (specific month/theme).

11. AFSC Support for Producers

Action: Board is continuing to draft the answers to the questions presented to help better aid lending opportunities to our producers.

12. Producer Feedback

Action: Staff to connect with ABP to talk about in-put loans, if they know of any or been broached by their producers, along with if they are interested in approaching lending facilities to offer such opportunities.

Action: ALP Chair will connect with LEOQ Chair to see if they offer a Feed subsidy program to their producers.

Action: Staff to add AG mental health supports on our website ex: Do More Ag,

Action: Director to send the support links to staff to put on the website.

Action: Staff to implement a permanent mental health support section in the quarterly n'ewesletter.

In camera

The in-camera meeting was called to order at 4:46 pm and adjourned at 4:48pm.

Motion to adjourn meeting at 4:48pm.

**Alberta Lamb Producers
Board Meeting Minutes: 06 February 2023**

Attending: Emilie Rowe, Jordan Allen, Judy Buck, Jolene Airth, Nicole Schieck, Rick Cromarty and Raelene Schlumeister

Regrets: Richard Boscher

In-camera started at 8:04 am and ended at 8:05 am.

Meeting started at 8:05am.

13. Strategic Planning

Action: Reviewed the current plan and created smart goals for each strategic theme category.

Action: Staff to amend strategic plan document to reflect the addition of newly created smart goals.

Action: Staff to change the complete goals to past tense and include a bit more of a brief description to better explain to producers the work that has been done to achieve the goal or where things have landed (more context is important). Ex: include meeting dates/times.

Action: Staff will include the completed goals in the AGM meeting package and then post on the website for producers to review.

Action: Staff will generate the numbers for how many producers attend each webinar along with how many views on YouTube the recording has received.

Action: Staff to set up meeting with RDAR and the ALP Board.

Action: Vice Chair will send staff the events and the name of the director that will attend on our behalf.

Action: Staff to create a chart on the website that shows which director is attending which event.

Action: Staff will share the producer spotlight on our website , on social media and in N'ewesline to add more befit to the producer being featured.

Action: Staff will move

In camera

The in-camera meeting was called to order at 11:51am and adjourned at 12:09pm.

Motion to adjourn meeting at 12:09pm.