

**ALP Board Conference Call Minutes  
March 11, 2025**

**In attendance:** Adam French, Darlene Hawco, Richard Van Driesten, Olivia Blum, Alison Neale, Jolene Airth, Martin Winchell.

**Regrets:** Jordan Allen

The vice-chair called the meeting to order at 7:01 pm confirming quorum with 5 directors in attendance.

Alison joined the meeting at 7:03pm

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

Motion to approve the minutes of the February 25, 2025 director meeting, seconded, all in favor, motion carried.

**Office and Financial Update:**

The budget vs. actual was reviewed.

**Old Business:**

**AGM/Conference Committee Report** – committee presented two venue quotes and will get a third. Tour bus quotes were presented. Speaker options were discussed.

**Action item: staff to send historical data from 2024 & 2025 AGM expenses to committee.**

**National Committee Report** –working on setting up meetings with neighboring provincial sheep groups.

**Meeting with ASBA** – Representatives of ALP and ASBA met on March 6 to discuss collaborating on future events. Meeting report was circulated to directors. The committee will meet again April 1.

**Website**

**Rebrand** – The directors completed an exercise in logo and brand updating. The logo and branding will remain unchanged at this time.

**Quotes** –Staff presented a revised quote from Habit Communications Inc. to consolidate the ablamb.ca and albertalamb.ca websites and build a new website. **Motion to approve Habit Communications Inc. quote for \$25,515.00 and proceed with website rebuild. Seconded all in favor, motion carried.**

**Action: Staff to work with Habit Communications Inc. on website rebuild.**

**Updating of resource manuals -Business of Sheep & Setting it Up.** Staff is working with the author of these documents to secure funding to complete the updates. Directors are in favor of the project.

**Action: Staff continue working with consultant and apply for grant funding to complete the resource module updates.**

**Newsletter Hard copy vs Soft copy discussion** – Historical data from 2016-present was reviewed regarding the decision to pivot from all printed to 2 print and 2 soft copy editions.

**Action: Staff will investigate potential cost saving measures to support reverting to all print editions, and report back to board.**

#### **New Business:**

**Cache Valley Virus Workshop** – ALP will collaborate with ASBA to host CVV workshop on June 28, 2025 in Airdrie, AB.

#### **Sponsorship opportunities:**

ASBA Symposium sponsorship opportunity was tabled for the next meeting.

**Action: staff to provide historical data on ASBA Symposium sponsorship to directors prior to next meeting.**

Canadian Cowboy Country Magazine (CCC) recipe partnership opportunity was discussed.

**Motion to submit recipe for Oct/Nov edition in the Canadian Cowboy Country Magazine at a cost of \$750 plus gst. Seconded, all in favor. Motion carried.**

**Action: Staff respond with the decision to submit recipe in Oct/Nov edition of CCC magazine to spark interest in lamb for holiday meals.**

**Producer Feedback** was discussed: A director has spoken to one new producer as well as offering a farm tour to a second aspiring producer.

#### **Industry Events:**

Terroir Symposium, Alberta on the Plate May 3- Calgary, Jolene  
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

In camera at 8:33, out of camera at 8:37.

**Motion to Adjourn at 8:37pm.**