

Alaska Vendors Association

Board of Directors Meeting Agenda February 19, 2015 – Thursday 7:00pm

Location – Ed Cullinane’s house – 3462 Strawberry Rd. Anchorage, AK

Call to order: 7:20pm

BOD Members Present: Ed Cullinane (presiding), Patricia Perry, Jamie Allen, Sariah Naff, Chadwick Adams via phone

Approval of Minutes: November 20, 2014 – approved.

Treasurer’s Report – Pat Perry:

- Bank account review – \$3,814.80 in checking. Deposits: \$300: 4 memberships since last meeting. Payments: 1st quarter website, costs for ASF annual meeting election postcard mailout: postcards (\$177.42), Stamps (147.90), labor (\$40). Approved.

ASF BOD Meeting Report: Report from the ASF Annual Membership meeting, February 12, 2015. Jamie & Ed attended and reported.

- ASF is not in debt – \$2 million plus bank, best ever!
- Purple gate bathroom to be installed.
- Election for BOD: John Harkey and Richard Stryken reelected.
 - Harkey’s opening statement very good, touched on all projects completed and current budget position. Harkey’s last President of ASF BOD speech.
- Met new ASF president Jerome Hertel.

Report on any monthly ASF BOD meetings attended by AVABOD: not attended by any AVABOD members present.

TVSF BOD Meeting Report: Occurs in March. Chadwick and TJ plan to attend and take notes. AVA will fund TJ’s fuel expenses.

Old business:

1. Website: Check up dates. All members currently paid are now listed? Look at this as a group and see what we can add?
 - a. No school days announced.
 - b. Let Pat know if we need any website changes
 - c. Britta would write any articles needed if given details.

2. Mailout postcards: review if effective for the cost?
 - a. Wait and see results, as we did not have a final vote count on the election.
3. Look at Larry's suggestion from last meeting and put a plan together to implement.
 - a. Pat: maybe hire someone to pass out flyers with surveys and speak face to face with all ASF vendors during the ASF fair.
 - b. Offer incentive to become member and turn in memberships early, such as \$200 AK Air gift certificate drawing.
 - c. Motion made by Pat: For 2015 ASF, \$300 to hire a person on contract basis to solicit membership for AVA to enter drawing for \$200 AK Air gift card. If members prepay, they will get two chances to win. If they pay at AVA meeting, they'll get one chance. Each booth will be given a packet consisting of:
 - i. Half-page cover sheet explaining to give to booth owner/manager, time noted when AVA rep will return to pick up membership application and payment, contest to win AK Air gift certificate and stipulations to win.
 - ii. AVA history accomplishments (or AVA rack card).
 - iii. AVA membership application
 - iv. AVA questionnaire/comment form
 - d. AVA rep will return in 2 days and pick up all completed materials from each booth and put 2 tickets into drawing for booths paying ahead.
 - i. Motion approved.
4. Update on the school calendar: Mentioned in website discussion.
5. Next liaison meeting: do we want one scheduled? TJ and Larry will need to discuss this together and schedule one for the spring.
6. Foraker board training: Larry emailed AVA BOD in January with Foraker info about webinar vs. hiring Foraker to individually instruct us as a group.
 - a. Webinar March 5, 3-5 pm, each AVA BOD member will need to set up their computer before the webinar.
7. Pat moved: AVA should reinstate membership with Foraker for \$100 and sign up to take webinar March 5 for effective board meetings.
 - a. Motion carried.

New business:

1. When should Pat send in the donations to the fairs for 4H?
 - a. Pat moved: \$200 for ASF, TVSF, KSF for yearly 4H Herdsman award.
 - i. Motion carried.
2. Other: None.

Member comments:

1. Jamie: ASF Annual meeting went well. Wonders where grant money may go with oil revenue cuts.
2. Chadwick: He will let us know what's going on in TVSF.

Board Comments:

1. Pat: Calendar: 3 weekends without events; centennial anniversary of Anchorage in 2015. Difficulty reaching Chamber of Commerce.
 - a. Webinar will help us look more professional for our members.
2. Sariah: Excited about webinar.
3. Ed: No comments.

Time and place for next board meeting: 7:30, April 30 at Ed's.

Adjournment: 8:47pm