

**Alberta Lamb Producers
Board Meeting Minutes: 13 September 2024**

Attending: Jordan Allen, Adam French, Martin Winchell, and Darlene Hawco, Jolene Airth
Attending via TEAMS: Alison Neale, Richard Boscher

In-camera started at 8:05am and ended at 8:10am.

The meeting was called to order by the chair at 8:10 am.

1. Agenda

Darlene - Motion to approve agenda as presented. Adam - Seconded.

2. Marty- Motion to approve the meeting minutes from August 27, 2024, as presented. Darlene - Seconded.

3. September 3, 2024 farm visit- Darlene, Marty and Jolene met with a group of producers in Ponoka County for a farm tour, lunch and to hear industry concerns, which were discussed with the board.

4. Office & Financial update

- a. Year-end tag stats were reviewed and noted that sales have marginally increased throughout the years.
- b. The 2023–2024-year end Budget VS. Actual was reviewed noting that there was a small excess of revenue over expenditures.
- c. Budget vs. actual 2024-2025
- d. Director expense Policy Review

Action: Directors to research and bring forth potential changes to policy prior to AGM.

- e. Executive director Report was given verbally.
- f. All MBC meeting will occur on October 22, 2024 Red Deer, Alberta, and executive board members are encouraged to attend.

Action: ED to register confirmed directors for the meeting.

5. ALP promotional items board discussed opportunity to promote the industry with budgeted funds.

6. Review 2024-25 ALP DRAFT Budget – board reviewed and edited draft budget.

Action: Ed to discuss internal restriction of funds with accountant and report back to board.

7. Marketing Council Presentation - Jake Kotowich and Lisa Bussieres presented an overview of Marketing Council, their role and a review of ALP's regulations and legal responsibilities.

8. Elevator Pitch - Team exercise confirming ALPs mission, vision and values, and goals.

9. National and Provincial Organizations - an overview and background of the organizations ASBA, NSN and CSF were discussed.

10. National Unity – an open board discussion was held on the goals and objectives of belonging to a national organization.

In camera meeting started at 4:46pm and ended at 4:56pm.

**Alberta Lamb Producers
Board Meeting Minutes: 14 September 2024**

Attending: Jordan Allen, Adam French, Alison Neale, Martin Winchell, and Darlene Hawco, Jolene Airth. Alison left the meeting at 1:30pm.

Regrets: Richard Boacher

In-camera started at 8:00am and ended at 8:06am.

Meeting started at 8:06 am.

10. National Unity – Next steps were discussed and confirmed. Board to investigate member options, gather information and determine what is in the best interest of Alberta Lamb Producers.

Action: ED and Chair to draft a letter in response to ASBA’s communication to ALP regarding their potential application to join CSF as an affiliate member.

Action: Chair to draft letter to NSN

Action: Chair to draft letter to CSF

11. AgriProfit\$ and Sheep Benchmarking The board discussed the opportunity to work with AgriProfit\$ to engage producers in hopes of gathering benchmarking cost of production information to assist new and current producers.

Motion: Adam made a motion that ALP supports and promotes the AgriProfit\$ program for Sheep Benchmarking. Seconded by Alison. All in favor, motion carried.

Action: ED to connect with AgriProfit\$ staff to start the promotion process.

12. Request for Collaboration with Alberta Goat Association (AGA) The board discussed the opportunity to collaborate with the AGA and see potential for future small ruminant projects.

13. Request for workshops/webinars with Leduc County ALP was invited to collaborate with Leduc County on webinars and or workshops directed at new producers in the small ruminant industry. The board supports this initiative.

Action: ED to connect with Leduc County staff and AGA to discuss the potential of webinars to be hosted in the new year.

14. Strategic Planning. The board reviewed ALP's Strategic Plan and smart goal progress.

Action: ED to book 2-3 hour facilitated planning session at the February in person board meeting.

15. AGM – AGM and conference director tasks were set.

The in-camera meeting was called to order at 3:30pm and adjourned at 3:59pm.

A motion to adjourn was made by Darlene at 4:00pm.