

**ALP Board Conference Call Minutes
February 25, 2025**

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

Regrets: none

The chair called the meeting to order at 7:04pm confirming quorum with 4 directors in attendance. Alison joined the meeting at 7:21.

Martin joined the meeting at 8:07pm.

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

Motion to approve the minutes of the February 11 director meeting, seconded, all in favor, motion carried.

Office and Financial Update:

- January Tag stats were reviewed

- Newsletter deadline Mar 13: Directors will submit articles and events attended to ED by March 13 deadline.

Old Business:

Southern AB Sheep Producers Guild event -One director was in attendance who gave a verbal report. This organization was started in 1918 by sheep farmers who helped start the CCWG in Lethbridge. The annual general meeting on Feb 17 included supper and a discussion panel consisting of 3 Alberta lamb producers.

AGM/Conference Committee Report – committee is working on obtaining venue and tour bus quotes.

National Committee Report –Draft documents have been created outlining characteristics ALP is looking for in a national organization and what steps could be taken by all involved. Planning to set up some provincial meetings in the next few weeks.

Website

Rebrand- Directors discussed the opportunity to create a new logo to go along with the updated website.

Quotes – Staff presented 4 quotes from interested companies to update the website, and the board came to an agreement on the company to pursue.

Action: Staff to circle back with chosen website company to discuss options and present final quote to board. Staff to connect with graphic designer to discuss potential of new logo creation.

New Business:

Sponsorship opportunities

- a. AB on the Plate May 3 & 4. **Motion to engage in the commodity partnership for \$2,500+gst for Alberta on the Plate 2025. Seconded, all in favor, motion carried.**
- b. All Canada Sheep Classic – **Motion to engage in Silver Sponsorship of the 2025 All Canada Sheep Classic for \$500. Seconded, all in favor, motion carried.**
- c. Clear Hills County Ag Trade Show- request for sponsorship was reviewed. The board decided to decline sponsorship.

Action: Staff to respond to sponsorship requests and follow through with sponsorship payments as noted above.

Rescheduled October 17-18, 2025 in person meeting to September 26 & 27, 2025, due to the ASBA Symposium being booked at that time.

Meeting request from ASBA for future collaboration on events- ALP is very interested in collaborating with ASBA on future events.

Action: Chair to respond to ASBA and set up meeting.

Producer Feedback was discussed :

-encouraging calls to office requesting information on starting a sheep operation
-producer request to have quarterly newsletters all print copies. A motion was passed in recent years to decrease to 2 print copies and 2 soft copies due to the expense of printing and mailing.
-producer request to have a veterinarian write an article in every newsletter. Staff have previously connected with an Alberta vet with this request; however, articles have not been submitted to date, staff remains hopeful this will happen. Staff currently request veterinarians to submit an article on relevant topics for each edition.

Action: Staff to present historical data on the decision to change newsletter to soft copy vs. print, with newsletter expense financials at next director meeting.

Industry Events:

Alberta on the Plate May 3 & 4- Calgary, Jolene
Mountain View Aggie Days– May 23-24, Carstairs Jordan
All Canada Sheep Classic – July 9-12, Brandon, MB Jolene

In camera at 8:42, out of camera at 8:43

Motion to Adjourn at 8:43pm.