

**Alberta Lamb Producers  
Board Conference Call Minutes: 24 March 2020**

Attending: Ryan Greir, Josh Korpan, Brittany Walker, Nicole Schieck, Karl Denwood, and Darlene Stein

Regrets: None

Meeting Started at 8:02pm

**1. Agenda**

**Motion to approve agenda as amended to include a new agenda item number 5, Covid-10. Seconded.**

**2. Motion to accept meeting minutes for the March 10, 2020 board meeting as presented. Seconded.**

**3. Office and Financial Update**

**4. ALP Committee Updates**

AGM Committee

*Pricing was approved for ticket sales.*

*Early bird \$155.00/person*

*Regular ticket price \$205.00/person*

*ALP will offer Farm category discount (2 members from the same household will receive \$20.00/couple off).*

*The agenda for the conference and AGM was approved by the board.*

***Action: Staff to circle back with speakers and share the confirmed agenda and ask for any feedback they might have for amendments.***

***Action: Staff to select meal for the networking dinner on the Friday evening. This will simply be a cost recovery for ALP. The ticket price will be the cost we are charged, per person from the venue.***

***Action: ALP Board to make final decision if this event will proceed due to the Covid-19 outbreak by September 14, 2020. We are unclear if the current social distancing, isolation methods etc. will still be in effect or not and if we can have a crowd of more than 50 people together. If we need to postpone, ALP hopes that 2 months' notice to speaker and venue would translate to limit cancellation fees.***

New Producer Content Committee

**Action: Josh to follow up with Karl to review email from Staff re: content/articles to be included and provide feedback by the end of March.**

**Action: Committee to have an update to share at the next board meeting (April 4).**

**Action: Staff to create New Producer section on ablamb.ca.**

Marketing Committee

**Action: Committee to have marketing material information/documents to ED by the end of May.**

**Action: Directors to add locations that ALP can distribute marketing materials to in Brittany and Nicole's current running list on SharePoint.**

**Action: Staff to share the location of the running location lists for Directors to go in and add any in their areas.**

**Action: Staff to create the marketing material and share with the board for approval.**

National Advocacy Committee

*The NSN is collectively, working very hard to provide the necessary resources for Producers during these unprecedented times along with providing daily updates. The NSN is also advocating for Producers on a national scale to provincial and federal government agencies.*

**5. Covid-19**

**Action: If any producers are reaching out to any ALP Director with concerns during the outbreak, make sure you direct them to the NSN website where resources are available to help support them. The ALP and NSN websites, e-communications, social media accounts etc. are updated on a daily basis to provide the most current and up to date information for our Producers.**

**6. Food for thought newsletter article**

**Action: Directors to send topic ideas to staff for article consideration. At this point in time, this is a low priority item as staff time needs to focus solely on supporting our producers during this outbreak.**

**7. Advantage Breeders Sheep Sale Sponsorship**

**Action: Staff to reach out and let them know ALP does not provide monetary sponsorship however offers all Sheep Sales in-kind contributions through advertising the sale on the website and e-communication, the potential to send an ALP Director and provide ALP promotional materials.**

#### **8. Priddis and Millarville Sheep Show Sponsorship**

**Action: Due to the recent Covid-19 outbreak, it is most likely that this event will be cancelled or postponed. Staff to reach out and let them know that if their event does proceed, to reach out closer to for re-consideration.**

#### **9. County in the City Medicine Hat Stampede and Exhibition**

**Action: Due to the recent Covid-19 outbreak, it is most likely that this event will be cancelled or postponed. Staff to reach out and let them know that if their event does proceed, to reach out closer to for re-consideration.**

#### **10. 2020 K-Days Agriculture Programming**

**Action: Due to the recent Covid-19 outbreak, it is most likely that this event will be cancelled or postponed. Staff to reach out and let them know that if their event does proceed, to reach out closer to for re-consideration.**

#### **11. LIS Traceability Project Meeting Update**

**Action: Staff to circulate information once LIS has provided it, for Director review and feedback.**

#### **In camera**

The in-camera meeting was called to order at 8:59pm and adjourned at 9:06pm.

**Motion to adjourn meeting at 9:06pm. Seconded.**