NAWSA BOD Meeting Minutes from February 9, 2020

Called to order: 7:13 PM Eastern

Attendance: Mary, Cory, Karen, Virginia, D’Andrea, Virginia

Virginia will take minutes

Approval of minutes: tabled

$9979 in Treasury

Old Business:

D ‘Andrea will ask Wendy for a report on ads last year, also exploring savings account or CD

It looks as though we make about $1000 from last year. She will also contact Sheryl about minutes

Karen moves to re – reimburse Virginia for website expenses. passed unanimously (5 yes votes)

Karen sent some logo ideas and graphics; she recommends a simple and elegant graphic to represent the sheep. She suggests hiring a graphic artist to design.

Color photos are wonderful for ads.

Mary notices that the group doesn’t submit many photos.

Discussion on what the traits are that sell Wensleydales. Fleece can be important. The logo may want to address the multipurpose of the Wensleydale. It is a dual purposes breed. Carcass, fleece, milk production, mothering, and fleece are all important aspects to focus on for the breed.

Cory sent pics of historical UK Wensleydales, suggestions for mugs with some historical text.

Suggestion to use the existing logo for a mug.

We will email the membership to ask for pictures to go on a mug, submitted by March 15th. Long fleece would be beneficial. Virginia will send email to members to solicit. Submit an ad to Mary if possible.

Karen worked on label images; graphics would work better than a picture for labels.

Virginia will solicit a graphic for use on labels perhaps a line drawing or a distilled image.

Perhaps use the logo with an actual picture.

New Business:

Next Meeting date set for May 31 at the regular time

Meeting Adjourned at 8:43 PM Eastern

Respectfully submitted by VS