



Board of Directors Meeting
Wednesday, January 20, 2010
6:30pm –8:00 pm (EST)
Dial-In #: 877-366-0711/ Passcode: 46391859#
NOTE: Action items are in boldface, red type.

I. Meeting Opening:

- In attendance: Kristie Smoker, Kim Conrad, Terri Kinka, Jillian Ramsey-Stern, Randy Strong, Ken Clark and Alan Clark.
- No one had any changes or additions to the current agenda. Randy moved to accept the 12/16/09 meeting minutes; Ken seconded; all present approved.

II. Board Initiatives:

a. Fiber Initiative (Jillian)

- Jillian said she sees difficulties in creating a viable fiber initiative for MAPACA. A fiber pool is difficult because members are in other state affiliates and may already be participating in other pools. A store with fiber products from MAPACA would require a lot of organization and time as well as staffing. She feels that MAPACA is in a unique position to do many things in relation to fiber such as creating a sorting facility or collection center, but feels more time is needed to flesh out the ideas.
- Terri said she felt that a MAPACA fiber initiative would focus more on being an informational resource for members looking for what/how to do with their fiber.
- Alan suggested that perhaps MAPACA could at least coordinate a collection point for not only members but anyone.
- Kim said she felt that a MAPACA initiative related to fiber would focus on education as per MAPACA's mission and, similar to Terri's comment, would be a resource for members. Randy agreed. Jillian said she is concerned about the cost of speakers and that much is redundant and not worth the cost.
- Kristie's input is that she loves the mission of education and feels we should focus there. Trying to wrap up, Kristie asked specifically if Jillian still wanted to try to work on an initiative with more time and the input received from members. The initiative was tabled for more time to work on it.

b. State Affiliates Initiative (Jillian)

- Jillian said she has asked around and felt there was a very negative response from state affiliates that she is not sure we can overcome. Asked for specifics, Jillian said many state affiliates do not trust MAPACA and what it's true mission is; they feel that MAPACA is trying to steal membership from the state affiliates. She said people feel there is no value to being a member of MAPACA other than the Jubilee. Alan said that perhaps the long-



range plan survey should include a question to members as to what they want/need MAPACA to be/do for them and address the state affiliates and their relationship with MAPACA as well.

- Randy said that he had nothing but positive responses from affiliates when approaching them to work with the MAPACA membership committee.
- Alan suggested that we have an affiliate meeting at the Jubilee to get feedback from them.
- Ken suggested that we table the state affiliate initiative until we have the time to address these concerns with members. Also suggested that we make sure we invite the state affiliates to the Jubilee as we have in the past. Ken suggested that we take the state affiliate off of Jillian's plate and he will take it back for now with the website; get more feel for what the feelings are out there and move forward accordingly. All agreed.

c. Newsletter Initiative (Jillian):

- Jillian briefly reviewed the initiative that she had sent out on email prior to the meeting and asked if anyone had questions on it. Kim asked whether it would be feasible to get enough ads to go to the suggested increase to 1,000 newsletters. Kristie said she is concerned about the idea of increasing the full-page ad price at this time. Ken said he agreed that it would be risky to increase the price at this time. Kristie said we have always printed the number of newsletters based on how much ad revenue we get. Kristie asked about the idea of wider distribution and said we do try to get newsletters out to other shows, etc. **Jillian said she would take a batch of the winter newsletters to the Carolina show in February and will ask Winnie to take a batch to the Empire fiber event.**
- Ken moved that we table the newsletter initiative considering the concerns about the suggested changes. Alan seconded the motion. All present were in favor except Jillian.

d. Website Initiative (Ken):

- Ken summarized the written initiative that he had sent to all prior to the meeting and asked for questions. Alan said he thinks the website is very nice and Steve who manages it for us does an overall good job with it. But there are areas we are not actively using such as the classified ads, the alpaca health page and he looks forward to seeing Ken improve them through his initiative. Kristie said she is very happy to have someone working on the website and believes it will make the site more effective for the organization. Randy moved to accept Ken's initiative; Alan seconded and all present were in favor.

III. Jubilee Update (Kristie):

- Kristie said she received an update from the show managers and had forwarded it to the board members on email. Registration is open for sponsors and board members on the 21st. Terri is working hard on vendors. Alan sent out the letters to former participants, and the initial response was positive to those letters. Randy has over \$20,000 in sponsorships



to date. Negotiations with the Farm Show Complex are ongoing with more positive results (another \$10k reduction in costs).

- Kristie said the dinner with Norm Evans has been moved to Friday for better attendance. The stall layout is drafted and while not complete, appears we will fit a total of 700 stalls. Randy requested the layout once final for sponsor coordination. **Kristie said she will be sure to get the final stall layout to Randy and also to Ken as barn manager.**
- Ken asked about Kevin's email in regards to the hotel and why we were using the Four Points Sheraton again considering the issues faced last year. Kristie assured all that the hotel has apologized, gave us great rates and assured us that nothing like last year's problems will happen again. Ken asked if board members will be able to use any of the rooms. Kristie said it is in the budget for board members who need to have rooms.
- Randy mentioned that Double O Good has agreed to do an Emerald Sponsorship on top of what they are doing for the raffle. They are doing their own raffle selling tickets to win a breeding to one of their top herdsires and had asked if MAPACA wants the dollars that they earn from that raffle. They do not want the money themselves. Ken asked if we feel their running this raffle will hurt the herdsire auction, and none felt there would be a significant effect against it. Terri suggested that we take the money they make from the raffle and put it toward the vet grants program. All agreed this was a great idea for those dollars. **Randy will get back with Double O Good to let them know that is what we will do with their donated funds from their raffle.**

IV. Treasurer's Report (Terri):

- Terri said the funds in the bank account total \$52,252. The PayPal account has \$14,441 which will be moved to the checking account so that we have the funds needed to start paying the incoming bills that will start for Jubilee expenses, American Livestock for the winter issue and the upcoming February membership meeting.
- Terri is looking into the insurance renewal and needs to get it paid before we can finalize the contract with the Farm Show. **Kristie asked Terri to have the year-end 2009 financial report ready to publish in the next newsletter – deadline is March 8th for articles.**

V. Membership Update (Randy):

- Randy said that we have 97 renewals so far and 12 new members. 186 members from last year have not yet renewed. Kristie said many renewed their memberships last year at the time they registered for the show, and expects we will see more renewals come in that way again this year when regular registration opens up this coming Saturday.
- Membership meeting in February – Terri said she is finalizing arrangements with Dr. Johnson and New Bolton for Saturday's seminar with Dr. Johnson at New Bolton. Two or three vets from New Bolton want to speak to the membership on Sunday about what New Bolton can do for camelids, and they each will have about 5 minutes to do so. Sarah is working on the agenda. So far 14 people are registered.
- **Kristie said all board members will be asked to put together their own slide for the membership meeting presentation.** Kristie will have the skeleton presentation together that everyone can then add their parts to.



- Grace date for memberships: Randy said this came up because nothing is on the website or in the bylaws about a grace date for new memberships paid prior to the new membership year. This came up when a member paid for a new membership on September 30th that would normally start on Jan. 1st. Kristie came up with the date Oct. 1st - anyone paying for a new membership from Oct. 30 to Dec. 31 will get the added time to the Jan. 1 start date on their membership rather than prorating the time to the end of the current membership year. Ken moved to accept Oct. 1 as the grace date for new memberships. Terri seconded, and all present approved.

VI. Vet Grants (Ken):

- Ken said we have no new applications. **We do need a new email address for the vets applying and Ken said he will get that email address updated on the website.**

VII. Miscellaneous Items

- a. Cornell funds request: Ken said the Cornell research which they had requested funding is part of a larger project; the request was for the data collection part of the project. Kristie said she liked the idea of seeing whether Empire can help with the funding first and then we can see after the Jubilee if we can offer funding help. Ken said there was nothing indicating urgency for the funds before then and suggested we table the request until then. All agreed.
- b. Ken made a request in regards to emails members send among the board, asking that when one of the board takes the time to send something to the rest of the board, even if just informational, that everyone at least respond with an acknowledgement.
- c. Fiber Festival idea (Randy): Randy said one of the Autumn Mist Mills clients had asked if MAPACA might be interested in the idea of doing a larger fiber festival in conjunction with other fiber interests, something like the Maryland Fiber Festival, etc. Many expressed excitement at the possibility. Alan said he had been planning to address such a question in his long-range planning survey and thinks it is a great way to bring value to the membership.
- d. Open Herd – Terri asked board members to look at the sample lanyard that she had sent via email that Open Herd is donating to us for the Jubilee. She also said that Open Herd has offered a banner advertisement for the Jubilee on their website for free, no strings attached for two weeks. All agreed it would be a good thing to make use of. **Kristie and Terri will get together outside the board call to come up with the text and format for that banner and get it to Open Herd to take advantage of their offer.**
- e. Kristie asked for more ideas from the board on judges for the 2011 Jubilee.

VIII. Close of Meeting:

- Ken made a motion to close the meeting. Randy seconded, and the meeting ended at 8:20 p.m.