



Board of Directors Meeting
February 21, 2010 (Sunday)
8:30 – 10:30 a.m. (EST) preceding Membership Meeting
At The Red Clay Room, Kennett Square, PA
NOTE: Action items are now in boldface, red type.

I. Meeting Opening:

- In attendance: Kristie Smoker, Kim Conrad, Terri Kinka, Randy Strong, Ken Clark, Chris Reachard and Alan Clark (by phone).
- Review of Jan. 20, 2010, meeting minutes and current agenda. There were no additions or changes. Randy moved to accept; Ken seconded; all in attendance accepted
- Kristie welcomed Chris Reachard as the newest board member, having replaced Jillian Ramsey-Stern who had resigned.

II. Membership Update (Randy):

- 129 members have not yet renewed, and 18 of those have registered for the Jubilee
- Randy passed around a sheet of those not yet renewing to see if anyone on the board knew any of those well and wanted to make personal calls to ask for renewal.
- Kristie suggested that we do a letter, combining the letter already planned by Alan to former Jubilee attendees with a letter to these members reminding about renewal. Suggestion was made that it include an actual invoice for renewal that people can fill out and return with payment or direct them how to renew with payment online to make it as easy as possible.
- **Randy, Sarah and Alan will work together to have these letters/invoice mailed by March 1st. The 18 farms that registered for Jubilee but did not renew will get personal phone calls reminding them about renewal.**

III. Newsletter (Kristie):

- Kristie said the newsletter is coming together, and she has a sign-up sheet for ads at the registration table today for the member meeting.
- Kristie reminded the board of promised articles and asked that any members who are doing articles have them to her by March 1st.

IV. Jubilee Update (Kristie):

- Currently have 70 fleece entries and 141 spin-off entries. We will be putting in a big plus for fleece entries today at the meeting.
- 360 stalls sold so far (63 are display stalls). Other spring shows are also showing very slow registrations and are down from previous years.
- Kristie said she had asked the show managers for a report to the board for today but had not received one. She is starting weekly calls with them to get them to be more responsive and keep everyone up to date, keep a close eye on the preparations.



- March 14th is the cut-off date for early-bird registrations.
- Currently at about 700 animals; we need to get to about 900 animals to hit break-even.
- We are still working to find monetary savings within all show costs. We got a very good price on the sod that is better than last year and is a PA vendor. Also cut the electric cost in half from last year.
- Randy asked what the deadline is for us to make the decision on whether we need to cut to a 2-day show. Kristie said 30 days out and confirmed that this means we will make that decision at the March board call.
- Herdsire Auction benefactor discussion: Several other affiliates do not give proceeds to charity/research. Kristie said the auction and show raffle proceeds could mean the difference between the show being financially viable or not. Reiterated discussion from last meeting that ended saying we would give “partial proceeds” to a currently unnamed charity/alpaca research project. Then we had a suggestion of the Vet Grant Program for the proceeds. Following discussion, Alan moved that we tell prospective donors that when we have determined the final Profit & Loss of the Jubilee, we will give a percentage of the profit to a charity, providing a short list of the potential recipients being considered to those who ask. Terri seconded the motion. All present were in favor.
- “Crimp & Curl Café” idea: Alan summarized the café concept for having the online herdsire auction bidding, silent auction and raffle items and ordering with a bank of computers using the WiFi internet connection. Kristie provided a handout with a synopsis of the idea, which is intended to head toward something new and innovative. The online auction costs a one-time \$995 license fee and can continue to be used in the future. Discussion included concern that we be very clear with instructions on how this auction will work compared to the “pen and paper” version – directions in the bag drops, at the exhibitor meeting, in the café, etc.
- Pre-Show Raffle: Kim said we have 211 tickets sold prior to this meeting. Will give a lot of mention during the meeting and will have tickets on sale here for check or cash. Announcing the winners of the prizes to date.
- Chris presented several ideas for fiber at the show, including doing a “fleece to shawl” demonstration like PAOBA does, selling the shawl through the silent auction and giving say 25% of the proceeds back to the team doing the shawl. All agreed that we should make a courtesy call to PAOBA to ensure they do not feel we are “stealing” their idea or any proceeds away by holding a similar event at the Jubilee.
- Chris mentioned several other fiber ideas and Kristie asked Chris to work with Terri as the education and silent auction coordinator to make them happen at the Jubilee.

V. Treasurer’s report (Terri):

- Terri summarized the current numbers for the board in the banks accounts. She said we have started to pay out some Jubilee costs, such as half to Scott and Kevin for their show management fee, a down payment to the Farm Show Complex for the venue, etc. The total net for the organization for 2009 was a \$56,101 loss. Terri will be summarizing the same numbers for the membership at the meeting.

VI. Vet Grant Applications (Ken):



- There are two new applications, which Ken had forwarded to all board members for review via email prior to the meeting. Ken summarized and asked if all were in agreement that these be approved for reimbursement (both were for attendance at the Camelid Conference at Ohio State in March. All agreed. This will not be reimbursed until receipts are provided along with a write-up after their attendance.
- **Ken said he will place such applications on Egnyte in a pending folder and also have a paid folder so that we can easily identify those pending versus paid and total the current outstanding debt. Ken will also get back to the applicants to let them know that their applications have been approved pending attendance and the return of the receipts and write-ups.**
- Ken will present such new applications in the future as these were so that the board can at least affirm the validity of the application and requested funding.
- **Ken will also be changing the description of the Vet Grant Program on the MAPACA website so it does not show available funds**

VII. Nominating Committee (Ken):

- Ken reminded everyone that the nomination committee chairperson cannot be on the board per the bylaws. Terri suggested asking Sarah (Membership Committee).
- We need a total of 6 candidates to run for the positions opening up as a minimum.

VIII. Meeting Close

- Kim moved that we close the BoD meeting, Terri seconded, and all present agreed and the meeting adjourned at 10:30 a.m.