



Board of Directors Meeting
August 19, 2009 (Wednesday)
6:30pm –7:45pm (EST)
Dial-In #: 877-366-0711/ Passcode: 46391859#

I. Meeting Opening:

In attendance: Kristie Smoker, Kim Conrad, Terri Kinka, Chuck Gulotta, Randy Strong and Helen Humphreys

- Agreement on July 15 meeting minutes and current agenda. Kim made a motion to accept the 7/15 BOD minutes and current agenda (with correction to duplicated nomination committee agenda item); Chuck seconded, all in attendance approved.

II. Nomination Committee update (Kristie):

- Basic discussion was about the number of nominees: 4 slots on the board are open and we ideally want to have 2 nominees for each slot, but the bylaws do not require that we have that many. We were only able to get five nominees. Those who will be sent for the vote to members are: Alan Clark, Kenneth E. Clark, Kim Conrad, Jillian Ramsey Stearn and Chris Reachard. No further discussion.

III. Newsletter update (Helen):

- Helen said all articles are lined up for the newsletter. Helen Hornbake is interviewing Libby Forstner; Eric Long is writing up his experiences on the trip to the conference in Ireland since MAPACA contributed to his costs to attend; Terri is putting together the MAPACA income and expense report for the Jubilee to be published; Susan Muther is writing the article on marketing in tough financial times; Helen is working on the interviews with the fiber mills. Still working on the advertisements.
- Discussion on the payment issue for ad with Linda Berry Walker. She claims to be paid in full but MAPACA is now showing payment. On last contact with her, Linda said she will check her records diligently, and Helen will continue to “gently” remind her.

IV. Jubilee Finances for 2010 show (Kristie):

- Kristie opened the discussion with the need to look for more cost cutting as well as new ideas for income streams for next year’s show and opened the floor to discussion and ideas.
- Helen suggested that we need to plan to not just break even but to plan for profit with whatever we do.
- Discussion on removing the added cost of the equine arena for the show rings and having stalls, vendors and show rings all in the main exhibition hall. This means we cannot have over 1,000 animals if we are to accommodate the animals and have ample space for the show rings and room to move around them. Crowding around the rings can cause



problems. Helen mentioned that she believes PAOBA has 30 feet clearance around their show rings.

- Performance classes: Chuck mentioned that he feels there may be a reduction in participation in the performance classes with the addition of handler fees for them. Kristie suggested that we have performance classes run only on Saturday and Sunday anyway since many are kids who cannot easily participate on Friday. That leaves more ring time to complete the halter classes with only three rings in the hall without the arena to allow for four rings. Chuck asked if anyone had gone back to the Farm Show to negotiate more about the arena, as he felt they were very willing to cut a deal to keep the show in their facility and may be willing to give it to us nearly free. This would free up space. Kristie said Scott and Kevin are good negotiators and are working on the negotiations with the farm show.
- Discussion of bringing back an auction as an income producer. Helen said she felt MAPACA could have a successful auction but believes there is not enough time to plan for a successful one for 2010 and suggested that be something planned into the 2011 show instead. Others in attendance agreed that an attempt to include an auction in 2010 not be made.
- Raffle idea: Kim suggested the idea of a high-end raffle for income. This would involve a significant prize (i.e. livestock trailer, farm equipment like a Gator or lifetime MAPACA membership) and a ticket price that would be attractive to participants for the item but still produce profit beyond the cost of the prize. Try to find prizes that have minimal actual cost or delayed cost to MAPACA. Chuck suggested having a tiered raffle where greater ticket sales equal bigger better first prize to create excitement and generate more ticket sales. Begin ticket sales when we begin promoting the show and build excitement. Use PayPal option to purchase tickets on the website and possibly continue ticket sales as part of registration and into the show. Need something to easily track the amount of tickets sold so we can indicate where we are in the “race” for bigger prizes and show it on the website to generate excitement and generate sales (like a “thermometer” displaying where sales are and how close we are to reaching the minimum sales to the next prize level. All liked the raffle idea and Kim agreed to help work out the details.
- Kim asked about the idea of charging a fee to be able to sell products from farm stalls. All felt this could cause issues with the vendors as well as be too difficult to track and police. Kristie asked about the possibility of a member farm consignment shop like PAOBA does. Helen said PAOBA does not charge its members to do this. All agreed to keep things as is as far as members selling at the show.
- NOTE: Helen had to leave the conference call at 7:15 p.m.
- Discussion around participation and sponsorships. Randy asked whether \$50,000 is a high or low projection for the 2010 show income. Chuck felt it could be high based on this year’s results along with seeing how other 2009 shows are doing in filling up stalls and getting sponsorships. Chuck felt we need to start early to create urgency that stall space is limited. Previous shows since using the equine arena and opening lots of stall space made many farms complacent about signing up thinking stall space would not be an issue. Advertise this year that stall space will be limited and get people to feel the need to register early to be sure they get in. Randy suggested we allow multiple payments to



allow registrants to spread out the cash cost. Randy also asked about maybe reducing the sponsorship levels. Kristie said we are eliminating the \$5,000 sponsorship level, so the top one will be the \$2,500 level. All agreed that early notice to members about the sponsorship opportunities and limited space will be crucial to make sure we create urgency for participation and not get members angry that they could not get in if they wait.

- Will start in October to blast out to members the new things about the coming show (limited stall space, sponsorship opportunities, raffle, etc).
- Herdsire auction income: Discussed the idea of MAPACA taking half of the proceeds from the herdsire auction instead of the entire amount going to the selected charity. Donators to the auction will be told that a portion of the proceeds will go to MAPACA and a portion to the charity. All agreed.

V. MAPACA Finances (Kristie):

- Last year's tax return showed a loss of about \$50,000. This year appears to be heading toward approximately a \$70,000 loss. Kristie said she would rather cancel the show than take more loss. Chuck reiterated the need to create urgency about getting into the show early to try to encourage participation and early registration. Kristie said we will make sure the fall newsletter will have a splash about the 2010 Jubilee trying to begin to create that urgency and tell members of changes/new events early.
- Kristie said she has had many changes to the newsletter done to keep it from being a drain to finances unnecessarily. Also looking for drains to income at the Jubilee. Will not be having lunch at the Jubilee for the meeting, as this had a significant cost.
- Discussion of whether to charge for the lunch at the membership meetings. Terri said the cost for the fall meeting is \$22/person for the brunch. She suggested we may at least reduce cost by asking attendees to pay \$10/person. Discussed that this seems minimal for such a brunch and meeting with educational opportunity. Suggested we do \$10 paid in advance and \$15 at the door to encourage early registration for the meeting and payment. The \$10 payment needs to be postmarked by Oct. 1 or attendees can pay \$15 cash or check at the door. All agreed it is important to be sure to tell the membership about the charge and ensure that word gets out as well as possible to avoid surprises. Kristie said we also need to change the website where member benefits indicate "free" meetings.
- Kristie summed up saying we should be okay overall financially if we continue to work to stem the areas where we are losing unnecessary dollars.

VI. Miscellaneous Items of Discussion:

- 4H Request (e-mail dated 8/4/09 from Scott Grant asking for a "youth grant" for the Frederick CO., MD, 4H Alpaca Club):
 - i. Chuck confirmed that MAPACA has never had such a "grant" before. Chuck suggested that since this is a Maryland group that the more appropriate organization to support this group would be MABA. Otherwise we would open for potential grants to 4H clubs in all member states. This is also not part of MAPACA's mission. After discussion, Randy moved that we not contribute; Kim seconded.

V. Close of Meeting:



- Chuck made a motion to close the meeting, Kristie seconded, and the meeting ended.