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**Board of Directors Meeting**  
**September 23, 2009 (Wednesday)**  
**6:30pm –7:45pm (EST)**  
**Dial-In #: 877-366-0711/ Passcode: 46391859#**

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**I. Meeting Opening:**

- In attendance: Kristie Smoker, Kim Conrad, Terri Kinka, Chuck Gulotta, Randy Strong, Ken Clark and Helen Humphreys
- Agreement on August 19 meeting minutes and current agenda. Kristie added one item to the agenda – discussion of the AOBA request for support of the student design competition. Kim will update the written agenda appropriately. Helen requested a change to the minutes in reference to her input on the idea of an auction as part of the 2010 Jubilee. All agreed and Kim will make the appropriate changes to the minutes to reflect Helen’s input correctly. Helen motioned to accept the August minutes; Terri seconded; all in attendance approved.

**II. Transition plan for newly elected BoD members (Kristie):**

- Kristie asked Ken for any updates on the election from the accountants. Ken said he had contacted them but had not heard back and would do so again and send the current info to the BoD as soon as possible.
- Kristie asked whether the bylaws required a certain number of total votes to constitute a quorum. Ken looked in the bylaws and said there was not.
- Kristie asked all for input on what kinds of things we need to transition in the newly elected board members and bring them up to speed. Ken said there was previously something provided to new members on current and ongoing projects, but only a brief description of each officer position’s duties. Ken will look into the officer’s descriptions and initiatives that are on the repository. Terri said Chuck had given her information on what was ongoing, procedures, etc. Suggested that depending on the positions each new member is taking that we can do similar with them. Randy suggested that in general we need to provide the new members with access to the repository and point them to the areas where such information is there so that they can get up to speed with a lot of information already out there. Kristie added that each new member should get information on how the meetings are run, dates of the meeting phone calls, number of meetings, BoD expectations for the Jubilee, etc.
- Kristie asked whether there was a specific procedure for the membership meeting to transition in the new members and thank the departing members. Chuck said there was nothing specific except to introduce the new members and recognize the outgoing ones. Kristie said she will put together a PowerPoint and send it to the BoD prior to the meeting for their approval.



### **III. Update on October Membership Meeting (Randy/Terri):**

- Terri said that as of this afternoon, not including the BoD, we have a total of 25 people signed up to attend, or about 30-35 with the BoD included (Chuck and Ken cannot attend). Terri said we are locked in to paying for a minimum of 75 to Willow Valley.
- Kristie asked for input on how we get more people registered so we get closer to that minimum # and make the meeting worthwhile to the people who are coming to do the panel discussion. She said there are two more e-mail blast reminders to the general membership, one of which just went out. Kristie said she could send another e-blast out on the 28<sup>th</sup> since we had made registration RSVP deadline Oct. 1. Kristie said board members had previously made phone calls to the membership to drum up more attendees and asked if anyone on the current board would be willing to do that again, as it was successful before in increasing attendance. Helen, Terri, Kim, Kristie and Ken all agreed to make calls. Tabled the discussion until Randy could rejoin the call.
- When Randy rejoined the call, he agreed with the idea to make phone calls. The board members and Sara will split the membership list based on location and make calls to them by the end of the day on Weds., Sept. 30<sup>th</sup>. Randy will call members from New Jersey and Maryland. Ken will call members from New York. Kristie will call members from Pennsylvania with names starting with A-E. Terri will call members from Pennsylvania with names starting with F-K. Kim will call members from Pennsylvania with names starting with L-Q. Sarah will call Pennsylvania members with names starting with T-Z and West Virginia members. Helen will call Virginia members. Randy will ask Sarah to send out the list of members already signed up so that they are not called. Everyone making calls is responsible for then calling Sarah with added registrants from their calls.

### **IV. Jubilee Halter Superintendent Selection (Kristie):**

- Kristie said she had sent out the proposals from the candidates for the superintendent position via e-mail to all members. Of those candidates, she said Kevin and Scott (show managers) recommended Carl and Freda McGill, and Kristie had also forwarded Kevin and Scott's input on their recommendation to the board members. Discussion on each candidate (Sue Ives, Carl & Freda McGill, Peg Stevens, Cheryl Tenold) ensued, and following the discussion, the board voted to agree with Kevin and Scott's recommendation and select Carl and Freda McGill as 2010 MAPACA Jubilee Show Superintendents. Ken made the motion to accept this selection; Helen seconded. All in attendance agreed (Terri had to leave the call during this discussion and said that she would agree with the board's decision, whatever that was).

### **V. Jubilee 2010 Update (Kristie):**

- Kristie said that nearly all contracts are in for the 2010 show judges. Kim is heading up the plans for the raffle and creating a marketing plan to get outside guest attendance to the show. Kevin and Scott's negotiations with the Farm Show Complex are ongoing. Randy had offered to handle sponsorships.
- Ken asked to discuss the idea he had forwarded to Kristie of making the show similar to the Futurity where there are at least minimal cash prizes for show placings.



Discussion included concern over that increasing the show entry fees too far and decreasing overall participation; the possibility of the prizes not being cash but something that would not require an immediate cash layout for MAPACA such as stalls or halter show entry fees for the following year's show. No consensus was reached about the idea, and Kristie suggested she talk with Kevin and Scott about it further since they have been involved in management of the Futurity.

#### **VI. Miscellaneous Items of Discussion:**

- Alpaca Connect – Kristie had forwarded the e-mail to the board members from Alpaca Connect requesting that MAPACA put a link to their website on our website and in return, they would give MAPACA a lifetime membership and a profile on their website. Kristie asked members for their input on the request. Discussion included a concern that links to alpaca-related businesses on our website are things that MAPACA could potentially use as a revenue stream, not give away. Suggestion was made that the board come up with an initiative for improving the website function, to include a plan for selling website advertising, but only to approved, viable businesses related to and beneficial to the alpaca industry and our members. Kim moved to say no to Alpaca Connect. Kristie seconded. All in attendance agreed.
- AOBA Student Design Competition – Kristie had forwarded the e-mail from AOBA to all board members requesting financial support in the form of sponsorships. She asked the board for their input. Discussion was that if we are serious about supporting and encouraging the growth of the fiber side of the alpaca industry, then this is the kind of thing that makes sense for MAPACA to support as long as it is a serious competition with significant participation. Kim read the sponsor levels that were provided as possibilities, and Chuck motioned to support the competition at the Silver level with \$300. Ken seconded. All in attendance agreed, and Kristie said she will get a note to Terri requesting that she issue the check.
- Departing Board Members – Kristie recognized Chuck and Helen for their service to the BoD and that this is their last meeting as members of the board. She thanked both for their service and significant contributions and input.

#### **VII. Close of Meeting:**

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