



Board of Directors Meeting
October 11, 2009 (Sunday)
8:30 – 10:15 a.m. (EST) preceding Membership Meeting
At Willow Valley Resort & Conference Center, Lancaster, PA
NOTE: Action items are now in boldface, red type.

I. Meeting Opening:

- In attendance: Kristie Smoker, Kim Conrad, Terri Kinka, Jillian Ramsey-Stern, Randy Strong, Ken Clark (by phone) and Alan Clark (by phone). Kristie welcomed the newly elected board members.
- Review of Sept. 23, 2009, meeting minutes and current agenda. Jillian moved to accept; Ken seconded; all in attendance accepted

II. BoD scheduling (Kristie):

- For newly elected members, Ken said the meeting schedule is currently the third Wednesday of every month via phone conference from 6:30 p.m. to about 7:45 p.m. Secretary puts out a call for agenda items about a week and a half before the call to be returned by the Friday before the meeting. The agenda goes out to the BoD by a couple of days before the call as well as the minutes from the last meeting. Kristie confirmed that all current and newly elected BoD members are fine with that schedule.
- **Kristie asked Kim to send out a list of the next several meeting dates to all.**

III. Financial report (Terri):

- Terri gave the current amount in checking and savings and said there is very little outstanding debt to date – mostly outstanding costs associated with today's (Oct 11th's) membership meeting. In reference to the meeting, Terri said she had received no negative feedback about the \$10 required of attendees for this meeting. Also, we no longer have to pay for 75 attendees minimum to Willow Valley, so our costs were reduced.
- Ken said as far as he knows, we have two vet grant requests outstanding for \$500 each (he is working on getting the vet grant applications changed on the website so that they are not going to the wrong person anymore). He also asked if we had paid the \$500 to Eric Long for his attendance to the camelid conference. Kristie reminded members what they payment to Eric Long was for and asked Terri to confirm payment.
- Terri said she will be sharing the financial status with the membership at the general meeting today.

IV. Jubilee Update (Kristie):

- Sponsorships: Randy is coordinating sponsorships. Kevin and Scott (show managers) have had suggestions for the big sponsors. Change this year is that all will be allowed to have up to 10 animal stalls. The Emerald sponsorship gets them a double end-cap and their first 5 stalls are discounted to \$200. They also receive a full-page ad in the show



book, and they get to have marketing materials at the information booth at the show. All sponsors can make up to three payments for their sponsorships as long as they are paid in full by Jan. 15th. These will need to be checks sent in, but **Terri will look into being able to do credit cards for these payments via the MAPACA Store.**

- Discussion was had again on the idea of giving monetary or other tangible rewards to championship-winning farms. Kristie said Scott and Kevin's feedback was to go ahead and do it if we think the show can afford it. The question discussed as whether our goal is to increase the number of sponsors and exhibitors we get or to make the ones we already have happier. Suggestions made included making the show more affordable and possibly giving incentive to new exhibitors.
- Kim is coordinating marketing the show to the public. Her plan is to do the following: 1) write and send a press release to significant local media, including Lancaster Farming, York, Harrisburg and Lancaster newspapers, Central Penn Business Journal, suggestion made for the Country Folks paper, country music radio stations and others that hit the right target audience; WHTM and WGAL TV stations; 2) Write and send a letter about the show to area schools and colleges and their FFA advisors and 4H clubs as well as heads of agricultural programs inviting them to bring students to the show to learn about alpacas, sending a poster to them with the letter that they can put up for students to see; 3) As we did for National Alpaca Farm Days, encourage and recruit local alpaca farms to get and put up posters about the show in their local ag/feed stores, tractor and farm equipment dealers, Tractor Supply stores, vet clinics and other significant places where their local audiences would see them; 4) Get a local or state politician or "celebrity" to come to the show to open it or perhaps open something popular like the performance classes, enticing coverage by local and state media. Suggestions added to Kim's plan included getting real estate-type signs to direct people to the show in a ½-mile radius around the Farm Show on the weekend of the show to pull people in; having youth group or others do show tours; putting a flyer about the Jubilee at the Farm Show in January.
- Pre-Show Raffle Update: **Kim discussed timeline for the raffle, with hopes to have the marketing ready for board approval in early November, targeting getting it out to the membership and larger show public by mid-November.** The marketing will include financial analysis of the raffle and how it should work to the board for approval. Discussion on ticket price ended in agreement on \$20/ticket, offering a group of 6 tickets available for \$100. The tickets will be offered via the online MAPACA store. Eligible to purchase will be MAPACA members and registrants (including show vendors) to the show. BoD members and their respective farms will be ineligible to participate to maintain propriety.
- Jillian offered her help with marketing or volunteer coordination. Jillian is also coordinating fleece and volunteers. Terri is coordinating the silent auction and raffle, education and vendors. Allan offered to help in whatever areas still needed help, i.e. check-in, education.

V. **Officer election and BoD Committees (Kristie):**

- Kristie asked for feedback on officers. Little discussion was needed. Ken moved to keep the board as is with the current slate of officers (Kristie as president, Ken as vice



- president, Terri as treasurer and Kim as secretary with Randy, Jillian and Alan as embers at large). Terri seconded and all approved.
- Committee discussion: Kristie said the listing of committees is on the website and asked if all had considered what committees they wanted to put their efforts into and what they will head. Randy will keep Membership Committee; Terri is heading Education (Terri is working on getting Dr. LaRue Johnson for the Winter membership meeting at or near New Bolton); Jillian will head up Newsletter (her goal is to make sure the newsletter breaks even), Fiber Committee and State Liaison. Ken asked if the Website and Newsletter committees should be split. All agreed they should be and Ken said he will head the Website/Egnyte server. Alan agreed to head the Long-Range Plans Committee.
 - Kristie discussed the initiatives process. She asked that all BoD members think about what is important to them and to MAPACA and begin to write down their goals.
ACTION: Kristie asked that each BoD member draft their initiatives by the end of the month and send to her and finalize the drafts for discussion at the November 09 meeting. The goal is to approve the initiatives by the end of December to share with the membership at the winter meeting.

VI. Miscellaneous Items of Discussion:

- Fiber Symposium Support Request (Jillian) – Jillian recapped the symposium and its request for support that had been forwarded to the board before the meeting. MAPACA gave \$1,000 in support of the symposium last April. Jillian excused herself from voting due to her involvement. Discussion was had on the level of support MAPACA could afford to give this time. Following discussion and initial failed vote to give \$1,000 again, suggestion was made to give \$500 now and plan to give another \$500 after the Jubilee if the symposium still needs support. Terri moved to contribute the \$500 and have the board discuss the second \$500 after the Jubilee; Alan seconded and all approved. **Terri will cut the check for the \$500 to the symposium.**
- Kristie asked if all members approved her slide presentation for the general membership meeting or whether there were any changes. No changes were needed.

VII. Close of Meeting:

- Randy made a motion to close the meeting. Ken seconded, and the meeting ended.