



Board of Directors Meeting
Wednesday, November 18, 2009
6:30pm –8:20pm (EST)
Dial-In #: 877-366-0711/ Passcode: 46391859#
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 and Alan Clark.
- Review of Oct. 11, 2009, meeting minutes and current agenda. Randy added a membership item to the current agenda. Randy moved to accept; Ken seconded; all in attendance accepted

II. Initiatives (Terri/Kim/Kristie):

- **Terri Kinka's Education Initiative:** Terri summarized her initiative to the members (the written initiative had been sent via e-mail to mail to members by Kristie on 11/12/2009 and will also be placed on the repository under initiatives. For the Jubilee, Terri said she already has three speakers lined up who are not charging MAPACA: Darby Vannier from The Alpaca Registry, Brion Smoker on finances, and Monica Kline on alpaca marketing. She is trying to set up the seminars at times when registrants and attendees can take part and are not showing, and Terri confirmed that we are cutting back significantly on the number of seminars and when they are being held throughout the show per Randy's question regarding that. The focus is on beginners for the seminars. Norm Evans is doing the brown bag talk. Kristie said she has already approached and gotten initial agreement from Flying Pony to sponsor Norm's fee. Darby Vannier will have a kiosk where people can come and not only hear him talk but see demonstrations of the ARI site and services through that site. Terri also has lined up Terri McGee-Bennett, whose fee is \$3,000 for the entire show. She is targeting a full-day seminar with Marty for Thursday which will cost \$150 for those attending to help defray her fee. There was discussion about the overall Jubilee education budget listed in the initiative. Terri had put the \$6,000 in, which Kristie had told her to hold to this year. **After discussion, it was agreed to change the budget listed in the initiative to \$8,000 for the Jubilee education.** Ken then moved to approve the initiative with the budget change; Randy seconded. All present accepted except Jillian, who abstained.
- **Kim Conrad's Youth Program Initiative:** Kim gave a summary of her youth program initiative, which Kristie had send via e-mail to board members on 11/12/2009 and it will also be placed on the repository under initiatives. For the Jubilee portion, discussion was had about linking in to Lisa German's youth projects, as she had good attendance with them last year and would likely appreciate the added help. **Jillian offered help and she and Kim will contact Lisa to discuss a youth program for the 2010 Jubilee.** A suggestion was also made to seek a sponsor for the Youth Program t-shirts. As far as the rest of the initiative, discussion was had about the idea of youth grants, and Ken



suggested we better define what is a legitimate organization that could apply for such a grant, controlling requests that could come from individuals or unrelated organizations not serving to further youth education and participation in the alpaca industry. All agreed that as this is presented to the membership, more definition and detail would be provided, and would be presented to the board as it was laid out. Terri moved to accept the initiative; Jillian seconded, and all present approved.

- **Kristie reminded the board of the initiatives due that are still outstanding and need to be prepared and presented to the board for approval. They include her own for the Jubilee, Randy and Terri's for membership, Alan's for Long Range Planning, Ken's for the website, and Jillian's three for fiber, state affiliates and the newsletter.**

III. Jubilee update (Kristie):

- Kristie discussed the breakeven analysis that had been done by the show managers. She said it was too basic and was significantly flawed in a couple of key numbers. Alan had created a more detailed analysis, fixing the numbers and will continue to work with Scott to oversee those numbers. Kristie said the initial e-blast advertising the significant changes to the show and the limited space will be going out in the next couple of weeks. The show will be run in three rings, with Kristin Buhrman, Diana Timmerman and Ken Hibbits as halter show judges, and Cheryl Gehly and Stephanie Glyptis judging fleece. Kristie said Randy has come up with good perks for sponsors that are cost effective for the show. We are having a cash bar at the fiber event and will be having the membership meeting but no lunch to save cost. With the elimination of the equine arena and consolidation into the exhibitor hall, we cut out a ring and one judge, also saving cost.
- Randy asked about cutting to a two-day show. The board discussed this matter again, and **Kristie said if there is still concern over the three-day format, she will get cost difference figures for and opinions about a two-day show from Kevin and Scott so that this can be more easily evaluated as to the efficacy of changing the format at this point.**
- Kristie asked the board if we could table the discussion of the herdsire auction until the next meeting or have the discussion via e-mail since the meeting was going over time. All agreed.
- Kim provided an update on the pre-show raffle, confirming approval of the revised marketing piece that is ready to be put on the website and used to send to members in the first e-blast to members. Jillian moved to approve the marketing piece, Ken seconded and all present approved.
- Discussion of the board members calling various potential donors resulted in agreement that we would **ask Kevin and/or Scott to approach Ernie Kellogg of Double O Good and Beth and Ian Lutz of Cas-Cad-Nac for the huacaya donation. Kim will be contacting Paige Nitterhouse or Shasta Springs and Diane Rosenberg of Meadowgate Farms for the suri donation. Jillian will still contact Libby Forstner of Magical for either.**



IV. Newsletter Update (Jillian/Kristie):

- **Jillian is coordinating articles for the newsletter, and will be sending out the articles for content approval to the board as she gets them.** She said she had received positive responses from those she asked about articles, but had not gotten any of the articles yet. Kristie reminded her of the need for the paragraphs and photos of the newly elected board members. **Jillian said she currently only has two ads for the newsletter and will be sending out two more e-blasts to drum up more advertising.** Kristie expressed concern over the December 8th deadline to get all to American Livestock and the need to hold to it in order to ensure that the newsletter is printed and can go out on a timely basis.

V. Miscellaneous Items of Discussion:

- **Vet Grants (Ken/Terri):** Terri said she just needed clarification as to what the format is for vet grant request approval. **Ken suggested Terri and he and Kristie have the discussion via phone or e-mail separately and he will report back to the board at the next meeting as far as any outstanding grants to be paid.**
- **Inquiries to the Board of Directors (Kristie):** Kristie asked all to agree on responses to such inquiries to the board via the bod@mapaca.org address and requested that all responses be copied to all board members as well as the person making inquiry. All agreed.
- **Memership (Randy):** Randy confirmed the winter membership meeting is set for Feb. 20th with Dr. LaRue Johnson at New Bolton, and he is still working on locations for lunch. Randy asked for board members to give feedback and suggestions on the topic of discussion for Dr. Johnson.
- **Fiber Symposium (Jillian):** Jillian thanked the board for the donation to the symposium and summarized how well the symposium went. She said one of the largest things to come out of the symposium was the importance of primary processing of fiber. She said the people present from the wool industry were very impressed with the efforts the alpaca industry is making and confirmed the validity of the alpaca fiber industry as a whole.
- **MAPACA Donations and Data/Info feedback (Kristie):** Kristie discussed the need to be able to follow up after donating funds to things such as the fiber symposium or the meningeal worm research project to get progress reports, data and information on such projects for the membership to see how their dollars are working, possibly sharing such information not only through the newsletter but also on the website. Jillian said we could create a link or copy information about the fiber symposium follow-up. Ken said he will work to provide such links and info on the website.
- **Letter from Cornell (Ken):** Ken said he had just received a letter from Cornell in reference to some research they are doing involving alpacas. Kristie asked if we can table that to discuss at the next board meeting and **asked Ken to disseminate the letter to the board.**

VI. Close of Meeting:

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