



---

**Board of Directors Meeting**  
**Wednesday, December 2, 2009**  
**6:30pm –7:45 pm (EST)**  
**Dial-In #: 877-366-0711/ Passcode: 46391859#**  
**NOTE: Action items are 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.
- Kristie thanked members for attending the extra meeting, explaining that she felt the need to reiterate show details and get any questions answered that board members still had.

**II. Event Managers (Kristie):**

- Kristie said she had sent all board members the synopsis of Kevin and Scott's fee structure and their proposal to the board which had been accepted in the June 09 meeting. These were sent via e-mail on 11/30/2009. Kristie summarized what Kevin and Scott are doing for MAPACA as show managers and the areas where they have worked to significantly reduce costs for us. Discussion was had in regards to their fee following a question by Jillian, and after discussion, all present agreed to keep things as is and maintain Kevin and Scott as event managers.
- Jillian raised a question about the breakeven analysis that was attached to the 11/30/09 e-mail. Kristie and Alan explained how they had essentially summarized the numbers from the more detailed analysis and explained how the income figures were obtained considering not only the stall fees and expected number of registered farms and animals but also discounts being given. Kristie said the point of the summary analysis was to basically show the number of animals expected and possible in the revised hall format and how that translates to expected profit or loss for the show. Ken and Kristie validated Jillian's questions and asked that she contact them with any further questions to be sure she had a good understanding and had her questions answered.

**III. Show responsibilities/roles for board members (Kristie):**

- Kristie asked if any had questions about what responsibilities are being taken on by board members at the show. Jillian asked about Freda McGill and whether she would want help with fleece and whether there was any conflict as a board member in her doing so. Kristie confirmed that Jillian had signed up to work overall on fiber for the show, especially in relation to education and assistance to Randy with fleece sponsorships. She asked Jillian to please be in contact with Randy directly to discuss and ensure there are no conflicts as far as who is calling who for those sponsorships. Kristie confirmed that every board member will be taking on roles to help with certain areas of the show.
- Kristie confirmed the following as roles:
  - Ken asked for the Barn Manager role again this year. Kristie said that Scott and Kevin had proposed to do that as part of their show management, but if Ken



wanted to take on the role, she would contact Kevin and Scott to let them know that Ken would be doing that.

- Alan said he will handle coordinating volunteers and asked for clarification of the herdsire auction responsibilities, saying that he had expected to be able to handle the physical set-up at the show of the auction but needed help doing the pre-show coordination, getting herdsire donations lined up and information together for publication, etc. Randy and Ken both had coordinated this event last year, and offered to help Alan this year.
- Randy is handling sponsorships
- Terri is handling education, vendors and the silent auction.
- Kim is coordinating the pre-show raffle and the corresponding drawings at the show as well as show marketing to the public.
- Kristie is the overall Jubilee liaison with the show managers.
- Kristie confirmed that it appears all roles are well covered.

#### IV. Overall Show Schedule/Format (Kristie):

- Kristie confirmed that after e-mail discussions and analysis of financials, etc., it appears best to leave the show in the three-day format rather than two-day. Randy reiterated that he supports whatever the board feels best for the show but had simply brought the question forward during the last meeting having not recalled much discussion of it prior. Kristie reiterated the reasons for keeping the three-day format as maintaining the prestige of the MAPACA Jubilee with the added educational and special events included and keeping the show schedule from being horribly rushed.
- Kristie said she is asking Kevin and Scott to negotiate in an “out clause” with the Farm Show so that should registrations not meet minimum expectations to make the three-day format profitable, we can change to a two-day format. Following discussion, Alan moved to approve the three-day format and, if the board’s review of registrations indicates the need to change to a two-day format to maintain profitability, we will make that “emergency” change. Jillian seconded. All present approved.
- Alan suggested a personal letter to previous show registrants to encourage their attendance to assist in efforts to boost registrations for 2010.

#### V. Miscellaneous Items of Discussion:

- **Pre-Show Raffle: Kim will send the list of marketing perks that are to be given to the raffle donors (grand prize and breeding) to all board members this week.** Kristie reiterated that these donations are to be considered “pre-show” and are separate from sponsorships of the show itself. The perks will not cross over into those given to sponsors. **Kim will send the list of farms being contacted for the raffle donations to Randy so he can cross-reference with sponsorships.**
- **2011 Jubilee Auction:** Kristie mentioned that there will be an item on the agenda for the regular December meeting to discuss the idea of bringing back an auction to the Jubilee in 2011 and asked all to begin thinking about that for discussion.
- **E-mail received from fiber vendor re: coupon for members:** Ken brought up the e-mail that Kristie copied to board members today from Kate Robertson referencing



her request to forward the 20% coupon for her store to our members. All discussed and it was **agreed that Jillian would contact her about advertising in the newsletter and printing the coupon there; Terri will contact her in regards to possibly being a vendor at MAPACA.**

**VI. Close of Meeting:**

- Kim made a motion to close the meeting. Alan seconded, and the meeting ended at 7:45 p.m.