

2021 Calpaca Strategic Planning

Date: **January 16, 2021**

Time: 9 am

Location: Virtual

MEETING MINUTES

Reference 1-16 Agenda document

Call to Order: 8:59am

Attendees/ 2021 Officers:

Dianna Jordan - President

Megan Kukla - Secretary

Jackie Jones - Treasurer

Steve Craig - VP

Stacey Payne - Director at Large/Membership

Review—this was a message to membership

Through the years the Calpaca organization and membership have faced our share of challenges. However, for the first time since I joined Calpaca in 2005, our organization is facing unprecedented challenges. As I have been reading through the responses to our Membership survey to date, two words keep reoccurring...Covid and Pandemic. Bottomline is as long these two factors are a concern, committed attendance (registrations) at any planned event is affected by a majority of those who answered the survey.

Another challenge we are facing as an organization is tied to our finances. After years of having a comfortable buffer in our bank balances, we are now faced with having to really tighten our belt. This situation affects every choice and decision your 2021 BOD considers. From exploring new and continued revenue resources to questioning every expenditure not essential to keeping the organization running. There is no room for an event that cannot cover its cost. There will be very little wiggle room until we can rebuild our cash reserves. All event budgets will be carefully scrutinized with an eye on the bottom-line.

Mission/Purpose

The California Alpaca Breeders Association (Calpaca) represents alpaca owners, breeders, and enthusiasts in California and beyond. We promote the well-being of alpacas and education of the public about alpacas, alpaca fiber, and alpaca products. We support each other through shared information and experiences, and host meetings, speakers and shows for the benefit of members and the public.

Meeting Agenda

9:10-9:30 Review and Discuss Survey Results – Document, Calpaca Membership Survey

Discussion notes: Review of Survey results. Need to serve both new and experienced members. Using experienced members as mentors to new members. 19/31 answered questions regarding shows. Not as many people as expected. Possibly need to refocus energies. Most experienced members sell alpacas, sell breeding's, & some have farm stores. This can help us put educational speakers and topics together.

9:30-9:50 *Grow and support membership* – Document, 1-5-21 Agenda Calpaca Proposal and New Membership

- Membership renewals and new members communication process Membership process doc
- Reaching out to the new owners with a few alpacas – Steve’s proposal 1-5-21 Agenda Calpaca Proposal doc
- Supporting long-term members – how to keep engagement – Spotlight long term ranches. Share their experience, interview, recognition, You Tube

Discussion notes: 2020 BOD decided Director at Large will take over membership chair position. Mostly (if not all) renewals are now online. Process is now more streamlined. Send “Welcome Letter” for new members and would like to add “Thank you for Renewal” Letter. Dianna will put together a “Thank you” draft and send to Stacy for updates. Also send benefits list for joining Calpaca which reminds people what their benefits are. Usually send a copy of the Directory...It is a very useful tool to have. Need to see if someone will take it on or if L’illette will take it on or do we need it all? Will be tough to take over but if decided to do it, then it gets mailed with membership “Welcome/Thank you” letter. Stacy to provide list of new/renewed members to Dianna to add or remove from Open Herd.

Stacy will include a link to join Calpaca in her shearing newsletter to help get more new members.

Jackie requests that if Calpaca decides to offer a discount for membership like last year when signing up for the Symposium, lets come up with a more organized way to keep track. It was really confusing going through the P&L since some people paid via check, paypal, and then also the combo Symposium/Membership offer. All three made it difficult to determine the total membership fees. Any decision for discounts in future should be discussed with the Treasurer before anything is set up. No current plans to offer discounts/combos.

Steve’s proposal is a great idea & way to go. Stacy and Steve have come together with great ideas for getting new members.

Supporting long term members – Reach out and ask long term members why they are still members and what do they get out of Calpaca that makes them stay? What would they like to see? Perhaps they would like to share their wisdom or their ranches story. Have a spotlight on their ranch. Do an interview and post on You Tube and/or the Calpaca website. A place where they can share their successes. Recognize their long-term commitment and show off their accomplishments. Also add testimonials. Focus on long term uninterrupted memberships first.

How to get around the deadline? The purpose is to see what the operating budget is for the year. Should there be a penalty for registering late? Give people an incentive to pay early and on time. Be a little more aggressive with unpaid members. Call them and see if they intend to renew. We should be reaching out to everyone. Jackie will send invoices to all those who have not renewed from 2020 today. On the 31st, Steve & Stacy will call those who have not responded yet and follow up.

We have had discussions of the old old members who are no longer members. 2018-2019 not renewed, roughly 55 people. Send a personal invite – before we do, make sure they are still in business. Let’s concentrate on 2020 not renewed, then concentrate on 2018-2019 people.

9:50-10:10 *Education opportunities*

- Quarterly meetings education programs – Big Changes! Virtual meetings are catching on.

- Camelid Symposium – Probably not going to happen. Lack of people saying they are going. Still do not know what will happen by June and if people can get together. Committee can start to come up with some ideas for online education and try to go virtual.
- Online classes/speakers---Reference Suri Networks program – Extremely progressive group. Put together a series of educational programs on topics that are interest to their members.

Discussion notes: Future expected to include more virtual meetings. Coming up with ways to engage members virtually. Set up virtual education programs. Suri Network has great examples of opportunities. Offers 4 virtual classes in marketing and grow business. \$100 for non-members but free for members. Begin collecting/creating educational video library. Contacting different schools/universities for support in video, online programs, audio, etc. should be free. This could be good instead of physical Symposium. Seems virtual is the way things are going. However, we should not forget physical meetings are still important for people to be social and feel connected. Eventually states will open and gatherings will happen again. For educational things, we should plan for both. It would be great to start a library of virtual events. It could be a slow return for people to start participating again.

10:10 - 10:30-Events

- California Classic—Do we cancel? Document California Classic 2019

Current possible registrations:

Stalls = 25 ----- Budgeted 140

Halter registrations = 58 Budgeted 200

Walking Fleece = 36 Budgeted 100

- Gold Country Gathering – Hoping this can move forward. Since Classic 2021 is cancelled, think more people will go to Gold Country.

Discussion notes: Stacy Payne motioned to cancel the 2021 California Classic due to Covid-19 uncertainties. Jackie Jones seconded, and the motion was carried. Dianna will contact Maureen and notify community. Focus on Symposium and Gold Country moving forward.

10:30 – 11:00 – 2021 Budget – Documents Calpaca membership and assets doc, 2021 Strategic Planning Summaries

Discussion notes: Thanks to Jackie, now have a good idea of what it costs to operate. Most actual expenses are from the shows. Not doing stiches west this year. Dianna will write up the 2021 budget and approve at next meeting. BOD needs to look at all the tabs to get a good idea of and background of what expenses used to be like. Its good to know the history. Perhaps sell items no longer using, like panels. Estimated costs for shows roughly \$33,000. A lot of expenses are from AOA and are required. AOA supports us and all affiliates. Move forward with what we have and do the best we possibly can with what we are all dealing with.

Next BOD Meeting – Monday, February 15, 2021

10:34am Adjournment