

2020 Calpaca Strategic Planning

Date: January 25, 2020

Time: 11am

Location: BJ's 3531 N. Freeway Blvd, Natomas 95834

Call to Order: 11:30AM

Attendees/ 2020 Officers:

Maureen Macedo - President
Megan Kukla - Secretary
Jackie Jones - Treasurer
Dianna Jordan - VP
Tracy DiPippo - Member at Large

Review of Minutes of December BOD Meeting: Approved March 3, 2020 BOD meeting.

Moved: Tracy

Second: Dianna

Motion: All

Treasurer's Report:

Discussed as submitted by Treasurer.

(Bank of America needs signers to go into a branch in order to change names on accounts.)

Tip for Jackie - Go online to get end of month bank statement.

Quick Books account is up to date with checks but not credit cards. Usually add CC when get statement prior to each months BOD. All Calpaca members have the right to see the books at any time.

Generally happens at Quarterly meetings.

Moved: Jackie Jones

Second: Dianne Jordan

Motion: All Approved (5)

Annual Budget – to be presented at the February Member meeting

Do we have a past annual budget template on file somewhere? No do not have an annual budget....I'll see if Karen Kelly has one as the past Treasurer

Proposed 2019 budget is \$200 off

Need to add in the stiches budget to 2019 paid \$250

Stiches West proposed 2020 – \$2450.00

Symposium budget – proposed same number as 2019

Distribute 2020 Annual Proposed budget at Feb 2020 meeting – Board will discuss changes via emails.

Review of By-Laws: Ask members to review at Feb 2020 meeting.

Article VIII of the Calpaca By-laws? Specifically the description of officer responsibilities <http://www.calpaca.org/page/3600/calpaca-bylaws>

(Please take note of procedures if we determine there should be changes or additions to the by-laws –need a By-Law committee, then proposed changes brought to a member meeting, etc)

Show results distribution:

AOA Handbook needs to be followed, as stated in the handbook, unaudited results are to be posted in 30 days. I don't see where they have to be posted in 30 days That was a request by our membership- doesn't have to be done in 30 days

Event Manager (or L'illette) will link the final results on the Calpaca Website when posted on AOA. –

Does Apply

Membership:

Discussion of decline –possibly due to thinking that it is only for big ranches or only those that show, aging out occurring as well. My intent in sending out the email blast about what was coming up in 2020 was to let members and potential members see that our events were offering something for everyone

Considerations for the future (Membership Chair - Linda Cline After reviewing the results of how many joined or renewed membership as the result of the incentive through the Camelid Symposium registration we might find it worth repeating in 2021. It should run smoother this year since the details have been ironed out. More people signed up with the symposium due to the discount.

Welcome letter needs to be reviewed and perhaps revised. By?? I think Linda has the welcome letter? Maureen will ask Linda Cline to email all the Board by Feb 1st. Quick Turn around for revision. Add Farm Members get free Open Herd accounts; associate members do not. Add Dianna ensures farm members get open herd

Who follows-up to ensure new Farm members create their Openherd account? Dianna does.

Email:

What was the purpose/need to create a new email account to replace the old? Does it need to be done? I (DJ) created the new list but haven't been able to figure out how to activate it and replace the old one. almost done with 2020 gmail list (mm) Jackie will do this. New email Calpaca2020@email.com will post on website to request updated info from members.

Openherd:

- How are we going to notify those who did not renew or join as Farm members that their information will be removed? No One – Member responsibility.
- Maureen will update... Dianna.

Website:

Discussed trying to get photos from variety of folks. Hopefully renewing members will submit photos. Members need to know what criteria (pixels) are needed for the banner space. May be committee work. Maybe offer to let the ranch put a small signature of their ranch name on the photo (like professional photographers) Maureen is Loading pictures for Stiches West Booth – Will also send to L'illette for Calpaca website.

Jackie to collect member info and ask people who haven't joined yet.

Discussed any revamps to consider? Front page needs to be easier to navigate, bullet points or 1 click navigation. ? L'illette has cleaned up several of the pages. Let's give her an idea of what we would like the home page to look like. Established that Calpaca's site is at the highest level for the Openherd server. We have more flexibility than most of the sites. Jackie will continue to update website with L'illette. Work on updating pages.

Ag day:

Ag Day is March 24 2020 (usually in March) Have we secured the space at the Capitol? Do we have an organizer...Charlene – hasn't heard back – in Limbo

Discussed the importance of keeping alpacas in the eye of legislatures.

Cost was \$1500 for 2018, 2019 - \$1530

NOTE: I think it is important to notify the membership whenever the board approves a funding or sponsorship that shows support for the industry. Let's them know how we are involved in all areas of alpacas. In this case, promoting alpacas. Not everyone reads the minutes! An email could be sent out to the membership right after expenditure is approved. By the Secretary? Yes – Megan Kukla will send out

Student design:

Calpaca will fund AOA sponsorship 2020 year.

Moved : Tracy Dipippo

Second:Dianna Jordan

Motion: All Approved (5)

Treasurer to send \$500 by ___End of March 2020___ to AOA Design competition. Winners announced at the Fiber event in July

Megan will notify Members of sponsorship

Symposium Syllabus/hand outs - get copies to sell at Silent Auctions? Great info and Great Advertising - Sell Flashdrives – Dianna talk to Steve

Update the outside of the Calpaca Trailer from Cuddly Investment to better represent benefits of Alpacas - Tracy will research getting Trailer Re-wrapped

Bring Back Member Directory. I think we missed the revenue that that Directory produces. – Can include Herdsires & Promotion of services

Fiber committee: - Maureen gave copy of budget to board
Stitches West – Proposed Budget \$2450
Summarize costs and present to the Treasurer for the record.

Additional Calpaca roles:

Dianna Jordan has a timeline of board activities across the year.

Discussed the 2020 roles to be filled

Election Chair – Linda Cline – Maureen will contact

Ag day Chair – Charlene Schmid – Maureen will contact

Nominating committee – Try to get Laurie Findley and Dale Davis again Maureen will contact

Connection editor- L'illette

UC Davis Endowment fund: No longer contribute

All funds are now pooled into a general 4th year vet student scholarship. We have not contributed for several years since we have no control over how it is used.

Symposium update

Chairperson creates a budget, Sends to Treasurer and is reviewed by the board. – Completed; was Jan 18-19

Cal Classic Update:

Event manager creates a budget, Sends to Treasurer and is reviewed by the board.

We have rooms blocked & area for Judges

Manged to get some more west coast people

Waiting for judges committee to approve 4th judge

On AOA site. - Registration is all in place

Gold Country Update:

Event manager creates a budget, Sends to Treasurer and is reviewed by the board.

Stacey Payne is helping Tracy DiPippo

Halter Judge Wade

Walking Fleece Cheryl

Frieda and Judy stay on as super intendants

October 16 – 18

Bruce Nelson Citizen of theYear:

Charlene Schmid, presented at Symposium.

Upcoming Membership Meeting Schedule:

February 8 – Derwydd Alpacas “Fun with Core-Spun Fiber”

May 9 – Black Rock Mountain Alpacas & Fiber Mill “Fiber Mill Tour”

August 8 - Back 40 Farms

November 14 – Plateau Breeze

Adjournment at: 1:45PM

Moved: Dianna

Second: Tracy

Motion: All Approved (5)