

CALPACA – Membership Meeting Minutes (as amended):

February 8, 2014
McCarty Creek Ranch – 10:00 AM - Noon

Welcome - Laurie thanked Kim & Mike Bisceglia for hosting the meeting and opening their home and ranch for the meeting.

Laurie turned the floor over to Kim for “Important Details”, which she briefly explained.

Laurie

- Laurie asked if there any new or first time attendees - Shannon Verissimo and Ron Kowalka
- Laurie reminded everyone that if they haven't signed the attendee roster to please do so before they leave.

Secretary Report – Lisa Beatty

Lisa asked if people had a chance to review the Membership Minutes of the previous meeting (11/9/13) and if there were any changes that needed to be made. With no changes suggested, Joyce Judy made a motion to approve the minutes, seconded by Dave Scroggins and unanimously approved by the Membership.

Treasurer Report – Karen Kelly

- Karen Kelly reviewed the current Calpaca budget noting that the UC Davis Symposium dollars will go down some. Questions were asked and answered to the satisfaction of the membership.

Membership update – Pam Brady provided the membership updates as follows:

- 82 members currently (still collecting dues)
- 74 farm memberships
- 5 associate memberships
- 9 new members

It was noted that many farms renewed prior to 12/31/13 thanks to the free Calpaca t-shirt offer. A question was asked if new members would receive a free t-shirt when they joined Calpaca. Laurie commented that the Board hadn't thought of that but will discuss it.

Marketing – Laurie Findlay

- Laurie Findlay provided a website update indicating there were 85 farms and 19 associate farm members currently on the Openherd website. Laurie reminded everyone of the 3/1/14 renewal deadline for getting into the hard copy membership directory that will go out in the Spring Connection newsletter. Additionally, renewals need to be in place by the 1st in order to continue to be listed on the Calpaca website.
- Connection Update – Laurie indicated that the next publication of the Connection will be in hard copy format and encouraged the membership to advertise. Also mailing with the Connection will be the updated membership directory.
- Facebook Update – Laurie updated the membership that the Calpaca Facebook page has 134 members.

- Googlegroups Update – Laurie updated the membership that the Googlegroups email alias has 127 members

AOA Update – Laurie gave a brief update on the post-merger Alpaca Owners Association (AOA) indicating that the new Board members just had a face to face meeting; they are in the process of picking committees and getting set up. A question came up regarding getting and taking of the AOA surveys.

Events

- Symposium Update – Laurie commented that the January UC Davis Symposium was successful and very well attended.
- CA Classic Round-Up Update - Joyce Judy provided an update on planning for the CA Classic Round-Up as follows:
 - Lots of volunteer positions are available
 - Dave Barboza is the halter judge
 - Gabrielle Menn is the spin-off judge. Joyce noted that the spin-off will be open for one more week and encouraged the membership to participate, even if you can't attend the show. Joyce additionally offered to let members know what they need to know to prepare a spin-off entry as they are judged on a lot of criteria. Joyce commented that spin-off's are an inexpensive way to receive feedback on your fleece noting that entries are \$25.00 and results can be used for marketing males, females and herdsires.
 - Maureen Macedo – Official Show Photographer
 - Pen's: 2 sizes are available: 12x12 or 6x12)(2 yearlings/adults or 3 jovies)
 - 15 Vendors this year! Big on Fiber
 - Limited hotel space – there is another big event happening at the Dixon Fairgrounds on the same weekend as the show. Dave and Sheila Scroggins are located 45 minutes away from Dixon and have sleeping accommodations. They will send an email to the membership/
 - The Saturday night event will be a BBQ - \$20.00 per meal, \$12.00 for vegetarians
 - The "People's Choice" awards cost \$10.00 to enter. A \$50.00 cash prize will be given to the winner
 - March 1, 2014 is the early bird deadline for registration
 - April 12 - 13 is event date
- Gold Country 2014 Update – Laurie updated the membership that the Gold Country Gathering will be held October 18-19, 2014, which is one week after Alpacamania. She encouraged everyone to save the date as more updates will be forthcoming.
- Fiber Social – Laurie updated the membership that discussions were underway for doing another Fiber Social in 2014. Updates will be provided at a future meeting.
- IAO Show – Laurie reminded the membership that the International Alpaca Odyssey (IAO) will be held the last weekend in March in Sacramento at Cal Expo.

New Business:

- BOD Strategy Planning Update
 - Laurie provided the membership with an update on the Board's strategy planning session In January, held at Derwydd Alpacas. Laurie highlighted that the Board is focused on making sure we have systems in place when BOD members are transitioning in/out, keeping an organized archive of historical documentation and organization of data such that it is easy to find and locate things.

- Laurie additionally highlighted ideas the Board came up with to provide more information for the membership such as adding new resource tabs on the Openherd website such as:
 - Veterinarians with Camelid experience – find one in your area
 - Rescue – please let us know if anyone is aware of rescue locations. Calpaca does not want to be in the business of rescue but do want to be a resource for information on what is available.
 - Joyce Madrone ILR – Llama Rescue
- Next Calpaca Meeting – Laurie announced that the next Calpaca Membership meeting will be Saturday May 17, 2014 at Alpaca Country Estates/Nancy Chapel's ranch in Grass Valley. More information will go out as we get closer to the date.
- Marketing – Laurie provided some interesting marketing analytics for the Openherd website such as:
 - 4085 hits Nov 1, 2013 through Feb 3 2014
 - 1,644 Returning Visits, 2,441 New Visits
 - Avg. visit lasted 4:46 minutes, Avg. visit was 4.89 pages
 - 3,821 Hits came from the USA, 43 from China, 15 from Germany
 - Average age of those on the website was 25-34
- Facebook Marketing – Laurie provided a handout indicating places on Facebook and groups to join to advertise animals for sale, donate and to give away
- Openherd – Laurie commented that by doing the \$199 upgrade (from basic) allows you access to participate in the auctions, and link to Facebook marketing.

Announcements

- Laurie announced that the Citizen of the Year is Bonnie Potter. Laurie commented that Bonnie has done so much for the alpaca industry, AoA, ARI, Calpaca, and has been and continues to be a tireless volunteer.
- ARI EPD Program – Laurie noted that with the two organizations (AOBA & ARI) merged, some really great things will be happening such as the ability to get a picture of animal, EPD's, and histograms all in one place which is just another tool in the toolbox for members. Laurie indicated that ARI is really pushing EPD's – the cost of doing this type of histogram is just \$2 more for EPD's. Laurie additionally indicated that you can make your data public – it starts out private and you have to turn the public on.
- Dale Davis – Dale will be having a photography session at Derwydd with Jennifer Clark on February 24, 2014.
- Sheila Scroggins asked if it would be possible to not hold Membership meetings on 3 day weekends.
- Dave Scroggins commented on the budget indicating the overall bottom line looks down but only \$3-5K less. Karen Kelly noted that the Board agreed to take money out of the show checkbooks to reimburse the Maximizer account. The BOD had previously agreed to take funds out of the Maximizer Acct. to put towards the endowment fund. Thus not leaving the Show checkbooks at a possible shortage during the show events.
- UC Davis Endowment - \$26-\$28K. The endowment started out as scholarships at UC Davis for veterinary students. Calpaca in the past had a lot of money and the Board was concerned it needed to do something with the money. Since Calpaca was trying to establish a relationship with UC Davis, the Board decided to give a few scholarships to be funded out of Calpaca's annual revenue. The thought at the time was that it would be nice to have a perpetual scholarship – so the Endowment Fund was created. Money is generated each year for the Endowment through the Silent Auctions at the 2 shows. Rolling income off of the endowment goes back into the endowment, which the BOD

decides on each year. Dave Scroggins suggested that Calpaca make it an option when renewing each year to give to the Endowment Fund. Dave commented that we're getting so much more for your \$100 now – Openherd, Facebook – lots of marketing opportunity and exposure.

- Nominating Committee – will be formed in June for 3 new BOD spots. Laurie Findlay, Karen Kelly & Phyl Clempson's spots will become open.

Adjournment – 11:30 AM