

Minutes Calpaca BOD 12/8/14

Meeting called to order at 7:05 pm _Attendees: Karen Ball, Karen Kelly, Lisa Beatty, Steve Aitchison, Sandra Wallace

Minutes of November BOD approved with correction of Karen Kelley absent. Lisa B moved to approve minutes

1. Quarterly Meeting Locations

Feb. 14, 2015 at Alpacas All Around (Tom and Susan Petersen). May, 2015 at Sawdust Alpacas (Glenn and Carolyn Waddell). Steve & Casy Aitchison of Epic Alpacas have offered to be a “backup” location if the Waddells are unable to host the May Meeting.

Action Item: Lisa B will follow up with the Waddells. August, 2015 at Alpacas of Marin (Sandy Wallace/Michael Frankel). Derwydd Alpacas November, 2015 (Dale and Jan Davis)

2. AG Day Sponsorship: Takes place early March. _What we did last year, a \$1500 sponsorship, seemed fine—less expensive, good location.

Point of discussion: Do we get our money’s worth out of it? It keeps alpacas and industry out in the minds of legislators. We do need to do what we can to present ourselves as an industry and not as “hobby farms”.

Action Item: Make decision about sponsorship at Strategic Planning meeting

3. Membership Renewals: Report from Pam Brady-- 26 renewals (25 Farm memberships/ 1 Associate Membership) thru Nov. 2014. One more in December. **Action Item: Karen B will put out e-blasts regularly to encourage membership renewals and new members thru the end of the year.**

4. AlpacaMania/GCG Merger? Laurie Findlay called in at 7:16.

SOJAA BOD and show committee visited the Yreka/Siskiyou County Fairgrounds, which are very much like Grass Valley—same “ambiance”. Right off I-5. Fairgrounds Quote \$3500 (we paid \$6000 for the Gold Country Gathering venue) includes labor to set up/tear down pens, pen panels, electricity, pop-up tent for vendors if desired. Covered walkway between pens and indoor arena. Pens aren’t in the arena bldg. They do have RV parking. They set up and break down. We would have to pay for security—but Bev Brehm has a security person who would be cost effective. SOJAA seems bullish—we can do more by working together.

There is also a Beer Garden and full kitchen. Karen Kelly asked if anyone had doubts about our ability to work with SOJAA? Their membership has “rolled over”—they would like to have Karen Kelly from our BOD participate (because she is the treasurer—it is anticipated that the treasurer from both organizations would participate on the show committee for expediency). SOJAA committee consists of Rick Shipley, Bev Brehm, and John Merrifield—Calpaca members would be Laurie Findlay, Kim Bisceglia, and someone from the BOD (Karen Kelly)

With regards to the suggestion that the show be held at a casino, there are many “negatives” about a casino venue: restrictions on silent auctions, alcohol consumption, etc. So our BOD should discuss and bring opinion to show planning group.

Note that for this proposed show, we would need a judge who is comfortable judging based on shorter fleece lengths, because the show would be the first week of October, 2015 (10/3-4, 2015). A “plus” is that the venue really wants our business. Question about the week—is it too close to fire season? Later in October gets into bad weather. **Action item: Laurie will ask about having it Oct. 10 rather than Oct. 3rd.** SOJAA needs to know by end of December so they can meet contingencies for AlpacaMania. SOJAA hopes that we all feel it’s a new show with equal footing for both organizations—“Gold Country Mania?” We would spend more money on ribbons, trophy, hire a licensed auctioneer for herdsires. We would split expenses and profits between the two memberships. A lot to be gained from having a senior judge, and also give Calpaca 2 types of shows for the membership.

Action item: Laurie will get back to committee and ask for a budget, as the next step. Also, Laurie will email to Kay Rodriguez a copy of the budget for Cal Classic 2014.

Discussion: Only negative is date in fire season (Sandy). Perhaps the show could be held a week later, since it would not have a GCG with which to conflict. Would be nice to be able to put the saved money into advertising.

The new SOJAA members are good people to work with. **Karen Kelly agreed to be our BOD representative to the show committee.**

Some concern that we might be giving up more than they (SOJAA) are, so some thought about not splitting the proceeds—but the overall feeling is to keep it 50/50 to avoid conflict or bad blood. One concern is that there are more OR people nearby who might take care of volunteer positions, but since the venue is contributing so much infrastructure, it’s probably not an issue. Unlike the recent SWRAS venture between SoCalpaca and ABR, this would be a joint venture each year, rather than one organization alternating with the other to do the whole show, at venues in Southern California and Arizona.

Action item: Karen B will draft a letter of intent and concerns/ favorability to send to Laurie Findlay—moved by Karen Kelly and passed by BOD. BOD members to get back to Karen about letter by Dec. 12.

5. RFPs for Show (Cal Classic Roundup) Supervisor

Lisa Beatty clarified that the request was a standard AOA RFP. Decision usually pretty much comes down to price and relationships.

We used Freda McGill before—and she worked out very well. Freda and Deanna Skirving want the same base amount, but Deanna also wants \$3/entry. Also Deanna was a bit vague about extra expenses. Freda was very enthusiastic about coming back. Freda wants a budget of \$1000 for expenses, and she would refund the excess—last time her expenses were \$592 and she refunded the rest. Sandy moved that we go with Freda. Moved and passed.

Action Item: Karen Ball will let Kay Rodriguez know and Kay can contact Freda.

6. Camelid Symposium: Early registration deadline is the 15th. **Action item: we should have a table for Calpaca to promote membership.** We give a \$300 sponsorship and they donate money back to the Calpapca endowment,. We advertise the symposium on our website. Karen Ball moved that we do the same as last year. Seconded by Sandy Wallace. **Karen Kelly will look into what we did last year.**

7. Yahoo group/Website issues (Yahoo issues!) Steve Aitchison said that everyone is getting their Yahoo group emails, so we don't need to send duplicate emails. He spoke to Laurie about the Yahoo group attributes. Steve can demonstrate it at the Strategic Planning Meeting.
Steve and Karen B. need to work out how to send an invite to the Google Group email with the Welcome Letter to Calpaca membership.
Calpaca1 and there may be a second old, defunct email address that needs to be clarified.

8. Strategic Planning Meeting
Location: Karen Ball has relatives who own a miniature golf course in Vacaville, and they are willing to give us access to a room. **Karen will send out an email with address.** We will eat lunch at the restaurant.
Time Jan. 10 10-4pm.
Agenda Items
Steve can demonstrate Yahoo Groups attributes.
AG day decisions (sponsorship?)
Symposium
Steve will review changes he wants to make to our website.
Perhaps a discussion of goals for the year
Send email to Sandy if you have anything else to review for agenda
Budget for 2015, *perhaps consolidate various accounts.*
BOD has committed to review Bylaws by the time of the meeting.
Steve would like to try to reduce the cost of our conference calls. Thus far we have spent about \$600 for the year. It runs about \$50/call. Steve suggests Skype meetings or other Voice-Over IT.
So we should bring our laptops so that Steve can walk us thru.
Lisa Beatty can bring a giant flip chart.

9. Round Robin—nothing else to discuss.

Meeting Adjourned at 8:09 pm

Sandra Wallace, Secretary