

CALPACA - Board Meeting Minutes

Teleconference February 11, 2014 – Start time 7pm

Call-in Conference Line has been verified with a credit card. Call in 888 236 9224 room #872630. If you are first in the room the room # is 600317. Conference room has to be signed out of to complete the call.

Attending: Laurie Findlay, Karen Ball, Karen Kelly, Phyl Clempson & Lisa Beatty

Absent: N/A

Call to Order – Laurie Findlay, President - 7:04 PM

Secretary Report – presented by Lisa Beatty

- The Board reviewed the January 14, 2014 meeting minutes. It was agreed by all Board members that the minutes were accurate as written.
- Karen Kelly made a motion to approve the minutes of the meeting, seconded by Karen Ball, and unanimously approved by all.
- New Correspondence – there was none to discuss.

Treasurer Report – presented by Karen Kelly

- Financial Report - Karen Kelley presented and discussed the CALPACA operating budget indicating the 2014 proposed budget with year to date expenses, and the 2013 budget for comparison.
- The Board discussed and agreed that it was a good idea to post the Treasurer's Report and Calpaca Operating budget on the website.
- The Board discussed moving the expense for Calpaca t-shirts under the Marketing budget
- The Board discussed the history of losses citing both the endowment fund and lowered overall membership as key contributors.

Membership Update – presented by Lisa Beatty

- Membership Update – Lisa Beatty provided a membership update for Calpaca highlighting a total of 82 members, 74 farm memberships and 8 associate memberships. The Board discussed the idea of asking Pam Brady to run a membership report in mid-February with comparison to the same time the year prior. The thought was to divide up the report looking at those farms/individuals who had not yet renewed, and have Board members contact them with a positive message about renewing in time for the hard copy membership directory which has a deadline of March 1, 2014.
- Phyl Clempson updated the Board that she had not made progress on the Membership Committee, but was planning to address it over the following weekend.

Marketing – presented by Phyl Clempson

- Connection Newsletter Update – Phyl discussed activity for the Connection Newsletter indicating that those ranches due a free ad as a result of the Gold Country Gathering sponsorship need to get their ad copy submitted. Phyl will email all the sponsors about their ad. Phyl additionally indicated that the next Connection issue is the one to advertise in since it also contains the membership directory.

- New Marketing Ideas – Phyl led the Board in a discussion on new Marketing ideas, highlighting advertising and doing another Fiber Social in the November timeframe.
- Karen Kelly updated the Board that she had been contacted by SOJAA to host the Alpacamania 2014 Fleece Show, suggesting that it would be a great idea to do the Gold Country Gathering the same way. The suggestion would be to do a mail in fleece show (for one of the shows or both, then have two different judges go to Karen's (fleece location) to do the judging. Karen would then take the judged and awarded fleeces to both the Alpacamania and Gold Country Gathering shows for display.
- Phyl updated the Board that she has the Calpaca signs for sale, indicating she has 6 signs, and that it would be a good idea to have more made. Phyl will talk to Dale and Jan Davis about getting the signs made so that there would be up to 20 in stock.

Website Update – presented by Laurie Findlay

- Laurie provided an update on new links added to website. Laurie suggested if Board members have any vets to be listed, please email her.

Old Business from Minutes – presented by Laurie Findlay

- Event Managers Update – Laurie provided an update on upcoming events:
 - Ag Day - Laurie will email Bruce Nelson regarding announcing Ag Day and details to open it up to the membership for participation.
- CA Classic Round Up 2014
 - Spin-Off - Laurie updated the Board that the deadline for submitting spin-off entries had been extended to February 14, 2014. The Board discussed asking Sandy Ridge to write up something about doing spin-off's to help market it.
- RFP Review for Gold Country Gathering 2014 - the Board reviewed the draft RFP, agreeing on the following additions/changes, which Lisa will make.
 - Add in: sign contract, collect W9 (only need to do 1099's for individuals, not companies.
 - Change all references on AOBA to AOA
 - Hotel room and meals to be provided by Calpaca

New Business

- The Board discussed if new members should receive a free t-shirt upon joining Calpaca. After discussion, the Board decided that it would not offer the free t-shirts to newly joined members as the offer to give free t-shirts out was designed to encourage members get their annual renewal in prior to the end of 2013.
- Quarterly Meetings for 2014
 - February 2014 – Kim Bisceglia – McCarty Creek Ranch
 - May 2014 – Nancy Chapel – Alpaca Country Estates (at her new ranch in Grass Valley). The Board discussed ideas for guest speakers and thought a marketing discussion presented by Joe Preston from Open Herd would be good. Laurie will contact Joe.
 - August 2014 – Dave and Sheila Scroggins – Colusa River Alpacas. Dave and Sheila will highlight EPD's.
 - November 2014 – Karen Ball/Russell Ratti – Heart & Soul Alpacas & Spinnery

Round Robin – no topics presented or discussed.

Adjournment – With its business concluded, the Board adjourned at 8:30 PM