

Minutes Calpaca BOD

Jan. 11, 2016 7pm

Meeting at 7pm, using FreeConferenceCall.com. Dial in 641-715-3580. Access Code 845-947. PIN 4194

Call to Order 7:03 pm Karen Ball **Attendees:** Karen Ball, Charlene Schmid, Sandra Wallace, Karen Kelly, Steve Aitchison

Approval of Minutes of BOD meeting Dec. 14, 2015. Moved CS, seconded KK, unanimous.

Membership Update:

The current membership is 67 members. There are 53 Farm members and 12 Associates. This does not include Bev and Jason Brehm, which brings total to 67 members/55 Farm/12 Associates. We need to push Membership drive at the Symposium this weekend. Cut-off date for alphabetical listing in Directory is Feb. 15. We will announce winner, Nicole Kure, of the Membership drive drawing at Symposium this weekend; she is the recipient of s Symposium Registration.

Outcome of Symposium Drawing:

Do we feel that the Symposium Drawing encouraged membership renewals? Yes---it gave focus to our announcements, and brought excitement to the Membership Drive. At the time of the BOD meeting in Jan, 2015 we had only 47 renewals with 65 members not renewing. Total 2015 membership numbered 105 members. We will re-evaluate the numbers next month, and likely divide up "laggards" between BOD members, who will contact them.

?Bring Tshirts for new members to Symposium?—No. Bring them to Membership meetings as an enticement to attend.

Membership Meeting Schedule:

Colusa Riverside Alpacas Feb. 13, 2016

Epic Alpacas May 14, 2016

Ranch of the Oaks August, 13, 2016

BOD previously discussed by email the issue of promotion of host's farm or business at these meetings. In essence, hosting a meeting at your farm really is a promotion of your farm. It is OK to schedule a separate marketing event to take place after the conclusion of the meeting, but on the same date. However, the 2 events should not be combined, nor should Calpaca appear to be promoting the host ranch.

Treasurer's Report: appended
WCAS—we lost \$55—it was "a wash".

Symposium Update SW did ask SoCalpaca to reconsider the date of their annual meeting next year.

BOD will meet around lunch time on Saturday so that our photo can be taken by Dianna Jordan for the Connection.

Herdshire Edition Update: Thus far we have around \$1400 in planned revenue, but we anticipate many more ads. We will break even at worst, but hopefully we can make some profit, as well. Deadline is Feb. 1 for artwork. We need to publicize this at the Symposium.

California Classic Update

We will update the website to reflect the new Walking Fleece Competition. If we use the same price structure as at WCAS, we may bring in an extra \$1000-\$1500.

Thus far, Rogue Suri Alpacas is the only farm registered for the Classic.

Last year there was very little interest in a Spin Off contest. Calpaca should send out an eblast to members, asking if members really want a Spin Off. We will send out separate E-blasts to announce Registration opening, Walking Fleece Competition, and for the Spin Off.

Last year we did 3 AOA e-blasts for the Spin-Off, which brought in a few entries.

BOD decided not to spend \$300 for a 1/4 page ad in Alpacas Magazine.

Karen Kelly suggested that we find someone to write a summary article about the Walking Fleece Competition at the Classic, for the summer edition of Alpacas Magazine, which will promote the competition for the GCG show.

We should do an AOA eblast that covers the Spin Off, new Walking Fleece Competition, and Halter Show. Charlene will find out the pricing for one vs 3 e-blasts.

Kim Bisceglia will be asked to be the Supervisor of Walking Fleece Competition.

AOA Show Rules Committee Update Waiver for Walking Fleece Competition approved with some provisions: Score cards should be entitled Walking Fleece Competition, not "Cottage". Jude Anderson and Amanda VandenBosch will re-align the scorecards so that they are in keeping with AOA judge training—this should be available in February. Class structure of colors should follow AOA color delineations. Freda (show supervisor) will likely take on much more responsibility in the registration of Walking Fleece, and she will be paid an extra \$100 for her work.

Tallying the scores should be done by a volunteer who is not entered in the Walking Fleece competition.

KB asked about judging being done in the pen rather than in the ring, perhaps on Friday?

Dianna Timmerman is fine doing the judging. So, if we complete it on Friday, the winners can be announced at the dinner on Saturday.

Charlene has ordered the 2016 Show Guide. She was at the last meeting. New decisions include: When vets check in alpacas, any ear tag must include the microchip number. The ear tag number suffices for ID.

Other new CVI requirements are now posted on AOA in the rules. The new handbook is far more user friendly.

AOA Voting Drive (and e-mail fallout) We probably did have more Calpaca members buy voting rights for AOA as a result of the eblast.

Gold Country Gathering Update—RFP for Event Manager available. Traci di Pippo has moved to Grass Valley, and she is willing to put in an RFP for the job! We are not certain if Dave Barboza has really been secured as judge. We will use the standard AOA judge contract. We will need to apply again for a waiver for the Walking Fleece Competition, but it should be less arduous.

Strategic Planning Meeting: Jan 30, 2016 at 11 am at a coffee shop in Davis. Will need to finalize 2016 Budget at Strategic Planning Meeting so that it can be presented to Membership Meeting in Feb.

Round Robin We discussed the concept of producing a single alpaca product for widespread commercial production and sale, ideally at Costco as a holiday gift item. This would be best brought to the attention of Our Back 40 and/or Stacy Chavez and/or Wini LeBreque. Some Costco stores carry local products, and there are Costco product shows.

Sandy will elaborate on this and send to Steve, who will present it to Stacy Chavez and Lynn Edens at the Priority Auction coming up.

Adjournment at 8:13 pm.

Sandra Wallace
Secretary, Calpaca