

Minutes Strategic Planning Meeting Feb. 6, 2016

Beach Hut Deli 4515 Fermi Pl, Davis, CA 95618

Call to order: Karen Ball at 11:05 am

Attendees: Karen Ball, Charlene Schmid,
Steve Aitchison, Sandy Wallace
Karen Kelly (excused) by phone

Review of Goals from 2015 Strategic Planning Meeting

done addressed but incomplete progress

Payment Button on Calpaca Website seems to be working well We need to get a Square.
Clarify communications between Treasurer and Membership Chair when new members apply

See "Priorities" below

Consolidate banking and credit card accounts—great job by Karen Kelly!

Find a less-expensive means of conferencing (Skype and FreeConferenceCall.com)

Develop an alternative show for the Fall, in conjunction with SoJAA (and IAO)--WCAS

Represent Calpaca concerns at the AOA Strategic Planning Meeting—KB attended

Maintain/Increase our membership numbers—we are ahead of where we were last year at this time. Overall agreement that raffle for Symposium registration did help.

Maintain Calendar of tasks for BOD

Develop an Educational program blueprint for members and potential alpaca owners. Or a library of videos? See "Priorities" below

Develop more marketing tools for members

Group purchasing of hay and pellets It was not feasible to do group purchasing and storage of hay and pellets, but See "Priorities" below

Camelid Central will be happy to co-operate with us

Amend Bylaws so that annual budget is approved by Membership at Feb. meeting

FIND THE CORPORATE SEAL!!

Update our Membership listings on line and OpenHerd: See "Priorities" below

2015 Goals that remain a Priority for 2016:

***Create a safe depository for Calpaca Documents—? On OpenHerd?**

Change password when indicated. SA has plans for a repository on OpenHerd. SA could work with Joe Preston to do it. Had conference call with LB—she doesn't have access to yahoo groups repository. This is still a work in progress.

We need to ensure that Bylaws Changes voted upon are changed in the actual Bylaws document

Get a "Square" for Calpaca. See "Priorities" below

Ask Karen Kelly to formalize and document the process by which Treasurer and Membership Chair communicate about new members.

Donate Symposium Syllabus to Silent Auctions (Cal Classic, GCG, AOA) SW to talk to Dale Davis about copying or purchasing 3 copies. Actually, the Symposium Committee should donate the copy to the AOA Silent Auction—it will be excellent advertising.

Maximize the performance of the Calpaca Website to create a tool that benefits all Calpaca members.

Add to “How to host a Calpaca Meeting” tab **that host of Membership Meeting is responsible for taking roll call** and supplying it to Secretary for our minutes.

Expand Selections under “Resources” Tab.

Create an Educational menu under the “Resources” tab with Utube and other videos selected for quality and utility. Ask Membership to send us a link when they find a good video.

Link to Wayne Dorland’s International Alpaca Summit videos, if possible.

Create a Services menu under the “Resources” tab, with links to Camelid Central to list Camelid Veterinarians, Hay Haulers, Hay Suppliers, Alpaca and Farm supplies, Shearers, farm insurers, etc. We need to utilize Camelid Central and build up their Content. SA has been in contact with Camelid Central, and they are happy to co-operate with us. In fact, they added a California Veterinarian menu during the course of this meeting!

CS suggests a “Survey Monkey” tool to be sent to membership for referrals of veterinarians. We will also ask members at the next membership meeting to sign up their vets on a roster. KB will spearhead the Veterinarian listing project.

Create “What can I do with my Fiber?” menu under “Resources” tab, with listings of Fiber r Mills, ACOA and other collection programs, AFCNA, “sell it yourself”—with OpenHerd website store, and refer to our “Events” tab for listings of premier fiber sales events in our area (SW will put this list together).

Create an “Organizations” listing under “Resources” tab with links to AOA, ACOA, AFCNA, etc.

Other Goals Attained During 2015

Plans for Herdsire Edition/Directory

Clarified our goals for the Endowment. KB will talk to Rick Brady to obtain year end summary. Going forward, perhaps the Treasurer should be the one to manage the Endowment.

Possible new goals

Support the AOA Student Design Project (Since Calpaca no longer plans to donate funds for the UC Davis Scholarship program, which we have determined to be self-sufficient by now). *We will support up to 5 students from CA with \$100 grants each, and later in the year determine how much we should donate to the general fund of the Student Design Program. Moved by SA, Seconded by SW, unanimous approval.*

We will decline the request from Fiber Fusion to sponsor their “year of the alpaca” sheep to shawl event, as we feel it is best to support California based programs.

Create California Map, to reside under “Find Farm” tab, with Members’ locations with link at <https://support.google.com/maps/answer/3045850?hl=en> or similar site. We can send an email to membership with link, asking them to input their own info. SA will co-ordinate this.

***Overhaul of Ag Day presentation** BOD agreed that Calpaca should present itself to legislators and the public as a true agricultural industry, rather than a cottage industry and hobby farm enterprise. The best venue at which to present ourselves is the Ag Day in March. SW and CS will collaborate on a working “Ag Day” Committee to plan for future Ag days and other presentations. For this year’s Ag day, we hope to present more high-end, commercially-available “End Products”, possibly modeled by members (and their good-looking friends!) In advance of next weeks’ membership meeting, SW will send out an email asking members to bring high-quality and preferably mass-marketed American-produced alpaca goods for display at Ag Day. *SW will ask Lisa Beatty to be our liason to the Dept. of Agriculture, and possibly to model some Alpaca garments at Ag Day.*

KB suggests we have a poster with a List of stores that sell alpaca goods and fiber mills.

KB suggests that we create a **“traveling Alpaca Educational display”**, perhaps involving videos on a wide-screen TV. This could be featured at future Ag days and at Alpaca shows and other venues.

Develop a Legislative Agenda

Work with ACOA or other organizations to develop an item that could be mass-produced for sale to advance the alpaca fiber industry? Stacy Chavez and Lynn Edens are the most likely to address this. Calpaca would be a supporter of such a project.

Need email address for organization, SA will look into president@calapca.org.

Do we want to do a booth at the Heirloom Expo? Sandy can send out the flyer to members to let them know about HE. This should not be a Calpaca venture. .

Do we have any new thoughts about a joint venture with SoCalpaca for a spring show in 2017?

We don’t want to take away from our 2 successful shows. Not at this point. If there is an additional show that they develop, we would be willing to help out and perhaps collaborate.

How do we enlist members for BOD with specific skills, to replace BOD members who are stepping down? We need to ask the nominating committee to keep this in mind.

“Clean house” of the membership rolls on google groups? SA will do that when membership completed after March 15, bu April 1.

Keeping track of members and purging non-renewals:KB will send out a reminder to all 2015 members that if they have not renewed by Feb. 29, they will not be included in the Directory. If they have not renewed by March 1, they will be purged from our eblasts and from the Calpaca OpenHerd program.

Herdsire edition.

Dianna Jordan sent an informal updated: we have sold approx. \$2400, of which \$800 has been collected and we are owed \$1650. Revenue will cover project, printing and mailing costs. Pam Brady and Dianna Jorndan each get free ads as compensation for their work.

2016 Budget: Appended and unanimously approved. Will present to Membership on Feb. 13 for approval.

Discussion of AOA BOD meeting minutes September 28k 2015

<https://www.alpacainfo.com/members/organization/board-->

We should draft a letter to AOA that the concept add-on voting is angering members and causing fewer members to renew and participate. Members should be able to vote without an extra fee. Emphasis should be on finding less expensive ways to do the voting. Corporations do online voting, AOA should be able to do the same. Registry members might be asked to pay the extra fee to vote, but regular members should not. We will share this letter with other organizations to see how they stand.

Meeting adjourned at 2pm.

Action Items by BOD Members

Karen Ball

KB will spearhead the Veterinarian listing project.

KB will talk to Rick Brady to obtain year end summary. Going forward, perhaps the Treasurer should be the one to manage the Endowment.

KB will send out a reminder to all 2015 members that if they have not renewed by Feb. 29, they will not be included in the Directory. If they have not renewed by March 1, they will be purged from our eblasts and from the Calpaca OpenHerd program.

Draft letter to AOA voicing our concerns about fragmented membership fees and voting rights. Share letter with other affiliates.

Steve Aitchison

Create depository for documents. Retrieve documents from Yahoo groups

Add to “How to host a Calpaca Meeting” tab **that host of Membership Meeting is responsible for taking roll call** and supplying it to Secretary for our minutes.

Expand Selections under “Resources” Tab.

Create a link that members can use to add their farms to a Calpaca farm map. SW will email it out to members.

Get email address President@calpaca.org.

Clean house/purge google groups and OpenHerd listing of non-renewals after March 1.

Charlene Scmid

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Sandra Wallace

Talk to Dale Davis about getting Syllabus copies for Silent Auction

Eblast to Membership to send us links to good videos

refer to our “Events” tab for listings of premier fiber sales events in our area (SW will put this list together).

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Karen Kelly

Get a “square” for Calpaca

Ask Karen Kelly to formalize and document the process by which Treasurer and Membership Chair communicate about new members.