

**2018 Calpaca Strategic Planning**

**Date: January 21st**

**Time: 11am**

**Location: Elk Grove, Panera Bread**

**Call to Order: 11:49 AM**

**Attendees & 2018 Officers:**

**Charlene Payne Schmid- President**

**Maureen Macedo- Secretary**

**Tracy diPippo- Treasurer**

**Steve Aitchison- VP**

**Cynthia Kuhlmann- Member at Large**

**Review of Minutes of December BOD Meeting:**

Add last names on minutes.

Moved to accept as corrected (with last names) by Tracy,

Second by Steve,

Motion passed

**Treasurer's Report:**

Discussed as submitted by Treasurer.

Bank of America needs signers to go in to a branch in order to change names on accounts.

Tracy will request action by required persons by May Quarterly meeting

Motion to approve report by Cynthia,

Second by Steve.

Motion passed

**Review of By-Laws:**

No bylaw items to amend noted at this time.

**Show Supers results distribution:**

AOA Handbook needs to be followed, as stated in the handbook, unaudited results are to be posted in 30 days.

Show superintendents hired by Calpaca will e-mail participants with unaudited results, with the link to the AOA site for final show results.

Event manager will provide the unaudited results to participants via e-mail within 30 days of the show.

Event Manager will link the final results on the Calpaca Web site when posted on AOA.

**Membership:**

Discussion of decline –possibly due to thinking that it is only for big ranches or only those that show, aging out occurring as well.

Considerations for the future-- Perhaps reduce the cost of membership.

Charlene will build a survey to gather value added ideas for membership, member benefits

Charlene will build a survey to try to learn why folks may not see membership in Calpaca as worthwhile. Ideas included What's the gain for non-show folks? Gain for fiber/pet owners?

Develop more marketing tools and education for members. Discounts on shipping via

UPS? Mill discounts, insurance, other discounts we can get as a membership

Enough perceived value in Calpaca? Also discussed how to reach out to those who did not renew and ask why they did not.

Survey results to be shared at the August 2018 membership meeting.

**Website:**

Discussed trying to get photos from variety of folks. Hopefully renewing members will submit photos. Members need to know what criteria (pixels) are needed for the banner space.  
May be committee work.

Payments via PayPal – track source/why payment being made? This previous issue has been resolved.

Place RENEW Membership/JOIN Calpaca on the front page of the website

Discussed any revamps to consider? Changing format? Cost to do so? Front page needs to be easier to navigate, bullet points or 1 click navigation. Established that Calpaca's site is at the highest level for the Openherd server. We have more flexibility than most of the sites.  
Steve to create a survey to find what is important to current AND past (non-renewed) members. Items such as the website, herd health, education, possibly an AOA e-blast to reach more people? (Steve to check into this as well). No due date was established at the meeting.

Steve will post all meeting minute prior to the February 1, 2018.

Discussed including Camelid Central as a tool to add to our website

**Ag day:**

Ag Day is March 20<sup>th</sup> and Bruce Nelson has secured the space at the Capitol.

Discussed the importance of keeping alpacas in the eye of legislatures.

Ah Sweet Alpacas, Integrity Alpacas and Fiber, and Alpacas all Around have been instrumental in this endeavor. Vicki Arns, to help with spinning and products.

Cost is \$1500 for 2018,

Tracy moved Calpaca to host a booth this year,

Second by Steve

Motion passed

**NOTE: let's place Ag Day on Calpaca Website Calendar. Not discussed at meeting.**

**Student design:**

Calpaca will fund sponsorship this year.

Cynthia moved to give \$500 in scholarship,

Second by Steve.

Motion passed.

Tracy to send \$500 by Jan. 31 to AOA Design competition.

Discussed Calpaca providing additional scholarships directly to CA design schools. Request to have focus on California schools.

Delegated the creation of an application and awarding of funds to the proposed Calpaca Fiber Committee

**ACOA:**

Discussed the continued support for the fleece collaborative

Steve and Charlene will establish collection points across CA by July 1, 2018.

Steve will be hired to transport all collected fleece to Stacie Chavez in Oregon by date yet to be established.

Fiber Committee may be responsible for setting up collection sites.

**Fiber committee:**

The board discussed a need for a fiber committee to handle some of the tasks mentioned above.

Cynthia moved to create a fiber committee,  
Second by Steve

Motion passed

Cynthia and Charlene to put an outline together to discuss Fiber Committee.

Feb. 4 Quarterly meeting agenda to include a discussion of membership interest.

Results will be presented to Calpaca at May Meeting, requesting other members let us know their interest in being on that committee.

Committee to be no more than 5 people.

Charlene is on AOA Fiber committee and is at least one liaison between Calpaca and AOA regarding fiber/fleece.

Charlene will attend the AOA Fleece meeting coming up on Feb 5<sup>th</sup>.

**Additional Calpaca roles:**

Karen Ball has a timeline of board activities across the year.

Discussed the 2018 roles to be filled

Election Chair – Susan and Tom Peterson- confirmed

Ag day Chair – Bruce Nelson, with Charlene in training. confirmed

Nominating committee – Laurie Findley and Dale Davis. confirmed

Connection editor- Diana Jordan confirmed

**UC Davis Endowment fund:**

Charlene to call Rick Brady to ask about funding and how it is handled by Feb. Quarterly meeting

**GCG Update:**

Discussed the idea of GCG joining with ABR and AOK to promote fleece shows? Tracy has not heard back from ABR or AOK folks.

Discussion included that of costs being high, and the responsibility of re-noodling and preparing the fleece for the next show is a huge liability.

Calpaca not inclined to ship from show to show at this time.

Tracy will not reach out to continue this discussion.

**Cal Classic Update:**

Show continues to grow, looking at Merced County Fairgrounds as a possibility in 2019.

Discussed how Merced has modernized their venue may increase participation from southern CA and AZ. These folks are limited in show opportunities.

Discussed having two shows in one weekend.

**Gold Country Update:**

The 2017 show was cancelled due to fires and the sudden inability to access the fair grounds.

Because Tracy DiPippo, Event manager has put in a great deal of time and effort.

Moved by Steve to pay the event manager \$1000,

Seconded by Cynthia.

**SoCalpaca:**

Discussed the need to review copy of their by-laws stating how organizational funds are distributed upon dissolution and minutes of the meeting showing that the members voted to dissolve the organization.

**Citizen of the Year:**

Discussed members with regard to contributions to Calpaca in 2018

Karen Ball was nominated as the Citizen of the Year and the vote was 4 pro, 1 abstain

Steve to order award to be shipped to Maureen for the February membership meeting.

**Upcoming Membership Meeting Schedule:**

February 10, 2018 Derwydd Alpacas Dale Davis –fiber committee survey (Cynthia to create survey)

PM program: 2019 symposium,

May 19, 2018 – Sierra Rose Alpacas Cynthia Kuhlmann

PM program: Fiber committee development

August 11 2018 -- Dave Scroggins

**Adjournment at 1:30PM****Submitted by Maureen Macedo, Secretary**