

## 2020 Calpaca BOD Meeting Minutes

Date: December 3, 2020 (adjusted from the 1<sup>st</sup> Tuesday of the month)

Time: 7:00pm

Join Outlook Team Meeting

**Join on your computer or mobile app**

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[+1 323-433-2200,,928877538#](#) United States, Los Angeles

Phone Conference ID: 928 877 538#

### **Welcome and call to Order -- Dianna**

Meeting called to order at 7:02 PM

Attendees & Officers:

Dianna Jordan-President

Steve Craig-Vice President

Jackie Jones-Treasurer

Megan Kukla-Secretary

Stacey Payne-Director

Tracy DiPippo– Outgoing Director

### **Item 1: Welcome new officers-Dianna**

Steve Craig-Vice President

Stacey Payne-Director Director at Large

Jackie will update emails & access and notify everyone.

### **Item 2: Discussion/Action—Minutes: Megan**

1. Recommendation/Motion: Approve the minutes from the November 2020 BOD meeting as written.

Discussion:

Motion by: Steve Craig

Second by: Jackie Jones

Vote: ALL *in favor* ---- against ---- abstain

**Item 3: Discussion/Action—Treasurer’s Report:** Jackie

Recommendation/Motion: Approve the Treasurer’s report as presented

Discussion:

Motion by: Stacey Payne

Second by: Steve Craig

Vote: ALL *in favor* ---- against ---- abstain

**Item 4: Update—Membership:** Jackie

New Members\_\_1\_\_, Associate Members\_\_\_\_, Farm Members\_\_8\_, Total Members\_\_9\_\_

**Item 5: NEW BUSINESS**

**Item 5A:** Assignment of board member email addresses—Jackie will update and make the changes needed.

**Item 5B:** Schedule “how to use Microsoft Teams” training—Jackie – Dianna will send tutorials to BOD.

**Item 5C:** Select date, time and format for the 2021 Calpaca Strategic Planning Meeting in January

Discussion/Suggestions/ideas:

- hold a virtual Calpaca Town Hall meeting
- Weekend in January, Town Hall followed with Strategic Planning meeting. January 16<sup>th</sup>.

**ACTION ITEMS:** Dianna will create a membership survey through Survey Monkey similar to the one sent out to AOA members. Purpose: to receive feedback on member demographics/goals/interests/etc.

**Item 5D:** 2021 Membership Drive – All board members

Discussion/Brainstorming: ways to retain and increase Calpaca membership

- Calling former members
- Dianna will do Newsletter mailing
- Smaller farms – need incentive to sign up. Offer services / basic information / welcome packet.
- Update Facebook questions to include membership question
- New Buyers could get free first year membership
- Instructional You Tube Videos
- Facebook Ads – target marketing
- New members focus

**ACTION ITEMS:**

**Item 5E:** Ag Day at the Capitol. Held in March

Discussion: Need a chairperson – Will bring up at Town Hall. Dianna will also send out a reminder.

**Item 6: OLD BUSINESS**

**Item 6A:** send financials to attendees of the November membership meeting attendees

**ACTION ITEMS:** Dianna will send on behalf of the 2020 board

**7: Committee/Event Updates**

- a. **California Classic: 2021** – Maureen waiting to see how far into planning for 2021 she should do. Dianna will include questions on Survey to get a better idea of participation.
- b. **Symposium:** - Basics for new owners – Cria Births, Nutrition, etc.
- c. **Gold Country 2021:** - Need Volunteers. Dianna will provide what it takes to put on a show to help gain volunteers.

**8: Round Table**

**8A:** Calpaca website– need a board member to be assigned to working with Openherd and webmaster – tell Lillette what we want. Provide Updates.

**8B:** Other

**9: Upcoming Membership Meeting Schedule:**

- February 13, 2021 — Colusa – Sheila & Dave Scroggins – topic:
- *May 2021* Mother's Day weekend – Black Rock Mountain Mill, Fernley NV Topic: mills
- August 2021 – Macedo's Mini Acre, Turlock CA topic: Agritourism
- November 2021 -Open

**ACTION ITEMS:** Dianna will confirm the February meeting with Sheila & Dave – Clarify Virtual only.

**Next Board Meeting:** Tuesday, January 5, 2021

**Motion to adjourn**

Motion by: Jackie Jones

Second by: Stacey Payne

Adjourned at 8:08 pm