

Calpaca Jan 27, 2009 Board Meeting Agenda

Meeting Started: 7:03pm

Attending: *Bonnie Potter, Dale Davis Jack Jordan, Dennis Rabe, and Tom Petersen. Also joining the board for committee reports were: Lin Murray, Dianna Jordan, Joan Clappier and, Joyce Judy.*

Absent: 0

Meeting Ended: 9:50pm

Secretaries Report: *Dennis Rabe*

Approve minutes from 12/5/08 meeting for posting to Web

Motion: Dennis Rabe moved to approve the minutes as presented

Second: Jack Jordan

Discussion: Minutes should portray what the meeting was about and be clear and appropriate for the discussion that took place

Ayes	5	Nays	
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Dissenting: None

Treasurers Report: *Jack Jordan*

2008 Income and Expense Report

Discussion: Jack has sent the preliminary report to BOD, and he is working on producing the full report for the accountant. He is going to meet with the accountant to make sure he is getting all the information for our year end close. Tom and Bonnie suggested that if Jack would like to take a class for the software, that it would be okay with the board if he thinks it would help him with the software. Tom had a question clarified about the revenue and expense that carries over from one year to the next when the event is right at the end of the accounting period. Jack said that he should have enough data to formulate a 2009 budget once he receives the newsletter accounting info.

Decision regarding Dues for 2009

Motion: Dale Davis moved we keep the dues the same for 2009

Second: Jack Jordan

Discussion: Bonnie brought up that the dues invoice has been sent out, so it is too late to raise dues for 2009. The Association has a solid cash position and it was discussed with the current economic conditions it would not be a good time to address any increase in member dues.

Ayes	5	Nays	0
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Dissenting: None

Decision regarding Dues for 2009

Motion: Dale Davis moved we address the dues for 2010 at our Oct. 2009 BOD meeting

Second: Dennis Rabe

Discussion: If we are going to raise rates we should discuss how it makes it worthwhile for the members to pay more.

Ayes	5	Nays	0
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Dissenting: None

Committee Updates

Item 1.) CA Classic Update: *Joyce Judy*

Discussion: Dale Davis has sold a majority of show sponsorships 2 @\$1,500; 6@1,000; 10@\$500; 4@\$250. Sponsors will be pre-registered, Pen space will be limited, available on a first come first served basis when the registration opens February 2, 2009. Online registration will be available for the first time this year The show is certified as a Level III halter show Information will be posted to the website by Amy when forwarded the info by Joyce. Registration can be done by credit card to Diana Jordan or Joyce Judy. Fiber spin-off entries are at about 50. Dianna Jordan reported that most of the volunteers are lined up and ready to go.

Item 2.) Lambtown Update: *Dale Davis and Joyce Judy*

Discussion: October 3rd is the date. Lambtown wants Calpaca to get the website page up so we will have a page on their site that will link to our show forms on our website. Joan needs more info for Amy so she can get us a quote on the cost. Dale is working on getting new Alpaca photos for the website. Bonnie asked for there to be an announcement at the February General meeting to bring the members up to date on the Lambtown status. Jack has sent the first \$1,000 of the \$3,500 for the show.

Item 3.) Website Update: *Joan Clappier*

Discussion: Joan brought us up to date on the website. She believes that the date suggestion made by Lin should be easy, also the herd updates should be able to be made by the membership. There are several items that could be adjusted. Such as the number of address's, phone numbers email address' shown. Lin felt that both the mailing and physical address should be listed. The printed directory lists both. Bonnie asked that we get a quote to reprogram the site to allow for the two address's and some other changes. Jack suggested that the website and printed directory should be the same. We received clarification from Lin on the issue of having to change/update the new member information.

Item 4.) Membership Update: *Lin Murray*

Discussion: 45 farm members have renewed, 6 association members have renewed... 3 associates have upgraded to farm member, 3 farm members have downgraded to associate. Member. There are 5 new members, all of which are AOBA members, 4 new associate members 2 non renewals (moved out of state) and 21 "checks in the mail" members to be coming in.... The board promises to send in their renewals soon! Deadline for paying dues is March 1. We might be able to have the capability to do credit card payments next year.

Old/Unfinished Business from minutes

Item 1.) Cost of alert software for legislative changes: *Tom Petersen*:

Discussion: Capwiz costs \$2,000 per year, for the information we would need it to give us, so we can keep an eye on all new legislation that affects our alpaca industry. Tom said he might be able to use his Veterinarian site to track the information. He will have to check with the CVMA to see if it would be alright to use it. Letters that have been written to the legislature have been few.... Dale suggested that we do some clinics to help our members get more comfortable in writing letters regarding issues that affect our industry. The board decided to take Tom's recommendation not to invest in the software at this time.

Item 2.) Website best practices from other affiliates: *Dale Davis*

Discussion: No action taken on this item since the last meeting

Item 3.) Results of Naomi Flam's Contract negotiations with the Monterey County Fairgrounds regarding Pronk: *Bonnie Potter*

Discussion: Bonnie talked to Naomi a couple of weeks ago, and Naomi was scheduled to talk to them during the following week or two to let them know the event is permanently cancelled.

Item 4.) Results of discussion with Lin regarding new info request for membership renewal form: *Bonnie Potter*

Discussion: The membership letter for this year has already been sent out, so changes will have to be done for our 2010 membership form. The form would include a survey of the membership regarding questions about their herd (i.e. number of animals sheared, or pounds of fleece produced etc)

Item 5.) Merchant Account status and credit card status *Jack Jordan*

Discussion: Merchant account is up and working. Credit card information can be received over the phone or by mailing a hard copy. We could also take the information in person. We were successful in using the credit card machine at the Symposium. The CALPACA credit card that was originally issued had to be found, it was sent back to the bank at first, but it is on the way to Jack. All the information is included with the packet, and will be available when Jack picks it up from the P.O. Box. CALPACA has only one card and it is in the Treasurers name. The board agreed that it will keep it at one card.

Item 6.) Results of contact with Aase regarding Connection revenue/expense info *Jack Jordan/Bonnie Potter*

Discussion: Bonnie sent Aase a reminder about getting us an update on the accounting for the Newsletter. Aase has sent an email in which says she has about \$1,000 left in the newsletter account, but will need an infusion of funds to pay for the winter edition. Aase needs to send the detailed accounting info to Jack so the board can make decisions about ad rates for 2009. Jack is working on updating all the information in Quickbooks, and the information is key to building the 2009 budget. Bonnie will contact Aase again to work with her on getting the accounting information.

Item 7.) BOD: Long term and short term goal ideas: *Bonnie Potter*

Discussion: Discussion postponed, to the next BOD meeting, we are to share ideas via email as we approach the next meeting.

Grant Requests

Grant Request #1) Fiber on the Foot \$500 Grant

Motion: Dale Davis moved to grant the Fiber on the Foot Group the \$500 as long as they undertake the collection of "leads" that the event participants can use for 30 days at which time we will then distribute them to the Calpaca Farm members.

Second: Tom Petersen

Discussion: Occurring the first weekend in May, The event is attended by Irene Fuller, Sandy Ridge, Karen Kelly among others. The event uses the grant to help keep pen fees down, CALPACA would be able to put up marketing material and have a means of generating leads at a CALPACA info table...

Ayes	5	Nays	0
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Dissenting: None

Grant Request #2.) The Alpaca Fiber Symposium \$500 Grant

Motion: Dale Davis moved to issue a \$500 grant for the Fiber Symposium

Second: Jack Jordan

Discussion: The event is the first weekend in April. It is an event to support the alpaca fiber industry. We will be an affiliate sponsor. Many of our members are planning on attending.

Ayes	5	Nays	0
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Dissenting: None

Grant Request #3) CA AG Day March 24 sponsorship/participation

Motion: Dale moved that we do a \$3000 sponsorship and offer a sliding scale amount for participation by SOCALPACA .

Second: Tom Petersen

Discussion: CALPACA has had a presence for two years. The intent is to try to get the legislature to recognize our industry. We have had a product booth set up by Irene Fuller displaying the fiber industry and an Alpaca booth for animals. Based on her past participation we will offer the product demonstration booth to Irene again this year. This year the Association will have to bring our own panels and canopies, for the alpaca booth. Bruce Nelson of Ah Sweet Alpacas has volunteered to bring his animals. There is an additional fee for sponsoring the event, and the sponsors get preferential treatment. Sponsorships start at \$1,000.

Ayes	5	Nays	0
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Dissenting: None

New Items/Additions

Item #1.) UCD Symposium update: *Bonnie Potter*

Discussion: The symposium should have all the expenses in soon, but the early indications are that we will make our budget. The survey results are being tabulated as well as the suggestions for future seminars. Tom volunteered to draft a letter to notify the California Veterinary Medical Association of the results of the symposium and what we did to help train their vets. For the 2010 symposium Dale offered to donate a herdsire package to fund participation by an internationally known veterinarian. This is in an effort to solidify our symposium as the event to be at in 2010 and beyond.

Item #2.) UCD Scholarship/Scholarship Fund update: *Bonnie Potter*

Discussion: Raised \$4,300 for the Fund at the Symposium, through the herdsire auction and the major donors contribution.

Item #3.) Membership survey results: *Bonnie Potter*

Discussion: sent out by Bonnie by Email to be discussed at our next meeting Key point that came out of the survey was the memberships desire to have help on marketing.

Item #4.) Legislative Activities: *Bonnie Potter*

Discussion: AB 885 Septic tank issue. The issue is that CA state water resources board wants to have a special inspection every 5 years at a cost of \$350 per visit. If the septic doesn't pass the inspection, it may cost \$30-40,000 to fix it. Tagged along with the bill is the ability to also inspect the well on the property. Bonnie to send a letter that can be forwarded to the legislature. Every Municipality or County will be looking for fees and assessments to help raise revenues.

Item #5.) AWE: *Bonnie Potter*

Discussion: CALPACA is one of the hosting organizations. Kay Rodriguez is our point person. Bonnie will ask her to give us an update on what we need to contribute at the Feb Meeting if she will be able to attend.

Item #6.) Discussion of BOD meetings: *Bonnie Potter*

Discussion: Second Monday of each month will be the BOD meeting at 7:00 pm on the conference call

Item #7.) Prepare Agenda for 2/14 General Membership Meeting : *Bonnie Potter*

Discussion: Dennis to prepare the agenda for the February General meeting, forward the agenda for review to the BOD and upon approval the notice of the quarterly meeting is to be emailed by the secretary with the agenda to the membership via email blast using the CALPCA Webmail feature

Item #8.) Leads generation for inquiries received at shows and events: *Dale Davis*

Motion: Dennis Rabe moved to have the marketing committee develop a leads generation-retention program

Second: Jack Jordan

Discussion: Priority is to be for the people manning the booth. The leads would initially be distributed to the members that helped at the booth and to all Calpaca farm members at some future date.

Ayes	5	Nays	0
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Dissenting: None

Item #9.) AOBA return of CALPACA Rose Parade Donation: *Jack Jordan*

Motion: Tom Petersen moved to have AOBA send our 1,000 contribution back to us.

Second: Dale Davis

Discussion: AOBA has offered us several options for applying the donation we sent them for use in participating in the Rose Parade. Jack needed to know what the BOD would like to do, so he can put it in the correct spot.

Ayes	5	Nays	0
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Dissenting: None

Minutes submitted by Dennis Rabe, Secretary.

Minutes approved by Calpaca Board of Directors 1/29/09. B Potter