

Calpaca Board Teleconference
Oct 11, 2010
7:00 p.m.

Board members present Tom, Jack, Kay, Dale and Dennis. Call started 7:10pm

September minutes approved via email and posted-Motion to approve by Dale, Dennis second.

1. Old Business

Feedback on RFP's for Show Announcer-Jack is rewording so it is appropriate for announcers...not ready yet.

Nominating Committee Tom had approached Rick Shipley and he said no. Dennis to approach Robin Vasquez.

Marketing Committee/Marketing Materials-Dale will get this done.

Close out of 09 Classic-Dale advises that she was charged twice so part is to go to Gold Country and the rest should be on account to 2011 CA Classic. We owe Dale about \$2000.

Credit Card Account for Gold Country Gathering-Jack gave machine to Kay this weekend so Kay to start calling sponsors for payment. Wireless to be in place for the auction and silent auction. Need written instructions for the new machine. If Kay has a problem, will call Dianna.

Connection RFP-Dale not done yet - needs some more comments. Needs to get this down and posted by the next 2 weeks. Should be listed on the web site as "RFP's available to Bid"

3. Show updates

California Classic 2011 2012 and 2013 – Dale advises on target. Judges for 2011 are signed and only 1 for 2012.

Dixon Caper-Dale says lots of feedback. Wants to keep it to 1 day, limit 4 alpacas per farm. \$500 in fleeces sold. Could have sold more if they were packaged differently. This was more of an educational event, talking to people. Calpaca should commit to next year. Will ask for more feedback. This needs to be a non paid position. This could be a trade off – stalls for labor type of thing. This should not be budgeted like a show because it is more marketing than an actual show. Dennis suggested that maybe we do a "fiber boy" show. Maybe not make it a non-AOBA show. Make this a very unique show. Dixon is an exciting opportunity to market both our fiber boys and fleece. Need more ideas. Reach out to Lambtown and ask if we can come back.

Gold Country Gathering-Kay advises that we are on target. 125 stalls and 275 entries. Need to update budget and get the last minutes things done.

AWE 2012-Kay advises no change

4. Finance Report- Tom would like a monthly statement from each of the accounts – monies in and monies out – a basic monthly statement for each account. Board would like to see a reconciliation budget for each show. Dale made a motion, Kay seconds. This should be done within 60 days of the end of the show. For Connection, maybe Calpaca should write the actual check for

service. Calpaca should pay the person that holds the checkbook for services rendered, not the person holding the check book. This applies to all RFP positions. We need to also approve Jack's check's to reimburse himself. Event managers should not be writing themselves checks. Needs to be part of the RFP. This needs to become protocol and procedure for 2011.

5. Notification to Members on paid positions to be listed as RFP on web site by November 1.
6. Camelid Symposium-Dale says this is rockin' along. Money in the bank and speakers are lined up. Advertising to start the beginning of November. Emails to start going out. Signups at Gold Country? Kay will ask Joan.
7. December Calpaca Meeting -Dale and Allen are gearing up for the event, new date, December 4. Dale to submit RFP for her talk. Dale to send out the invite. House not finished but we will have the necessities.
8. Connection-Needs to add to home page - not easy to find - will discuss with Joan.
9. Reporting the 2010 clip by county-Tom-22 responses to date 11 pounds still the heaviest clip. Purpose of this was to get members to submit final clip.
10. AOBA Town Hall teleconference, 9/15
11. Response from AOBA on letter and invite to Symposium - no official response from ARI - should we pick Bonnie? Double check it with Bonnie. AOBA has not picked a person to attend.
12. Finance report-Taxes submitted? Jack has done this, need to be put on web site so we are transparent. Need first 3 pages with income, outgoing, final numbers, and auditor notes to be posted on members only page? Profit/loss? This to be an annual posting. Start with 2009 and go forward. Dale made motion for annual posting on web site of finances.
13. Other items-Follow-up affiliates meeting 10/13 - AOBA affiliates to have a call back - only 13-14 affiliates actually sign on the call. What would you like to discuss? AOBA is pushing for 90% farm membership for affiliates to remain. Dale advises they need to come up with new "carrots" - encouragement and rewards. Let's try to be forward looking. How do we build this? Need to work on this more. Needs to be a partnership. AOBA needs to come up with incentives, tiered reward system?
14. Three new members - Lin Murray advised 3 new members, Sawdust Alpacas in Reno, Barney's in Clovis and ?????
15. Record keeping-location of historical info should be on Calpaca web site. Needs to work further on this. Jack has the corporate stuff, not past show stuff. 1997 is as far back as it goes. Need to post Articles of Corporation on web site and get some of our history up.
16. Investigating reporter wants to interview people on the alpaca industry. This could be a very negative interview and some are worried about how things will be twisted. Cannot comment on talk to this person or not. Bring this up at the upcoming AOBA affiliate meeting.

Meeting adjourned at 9pm.