

CALPACA - Board Meeting Minutes 1.10.12

All members present – meeting started at 7pm.

Secretary Report - Kay

Approval of previous meeting minutes Joyce motion Laurie second passed
New Correspondence- none

Treasurer Report –Dave

Update on the transition from Jack to Dave? Dave advises that nothing has happen yet. Jack has been unable to meet with Dave and now school is starting and it will be harder for things to move forward. No other updates.

Audit information update – Dave says he has not found a place that is reasonable – nothing has gone forward on this. Auditor cost between \$5-7000 and there is a problem with finding someone who will do non-profit. Looking for someone in Sacramento area. Kay offered to talk to sister, to close a relationship, Laurie to ask her mother's accountant. No treasurer report – due to unable to transfer books.

Membership update – Joyce Laurie/Joyce

Membership Update – first emails about renewals have gone out, Lin will be at Symposium to collect membership renewals.

CALPACA Member Signs – Vote to approve ordering for inventory and sale – Joyce motioned to buy signs, Kay second, motion carried. Need to add this to the web site store.

Postage Meter program for Lin to use for mailing needs board approval Dave made motion to try it, Joyce second, motion carried.

Ambassadorial member Update- Joyce advises that there was some confusion on what the duties were for the ambassador. Joyce to take over for Dianna. Need to work out the details but Joyce will get list of new members and we will figure out who should call and welcome and make sure new members are noticed.

Marketing - Laurie

Connection Newsletter Update – Laurie advises that Maureen resigned – more than she thought it would involve. Need someone to do next Connection. Laurie advises that we need to get and RFP. Laurie says there are several people interested. Need to find someone with a plan for the Connection and skill set. Maureen says she will be happy to help whoever takes over. Would be nice to find a marketing person, also, we have some breeders who would let us do reprints on their articles. Need a RFP announcement for the next Connection Editor and send a very big Thank you to Maureen and Larry for all their hard work.

Is it okay to take credit cards for connection ads, board to review for approval?

Website update – all agree that credit cards would be a good thing. PayPal would be the most convenient but we need get web site updated. In the mean time, we can take cards but we need to know who has machine. Joyce made motion, Laurie second. Motion carried.

Vote on concept of paying stipend for Joan... discussion on what would be involved and what would be a reasonable compensation. Joyce thinks we should ask Joan what all is involved in doing updates and what would happen if we added a web store. \$500 was agreed on as initial compensation. Would become a two year position and we would need to get a job description and put out for RFP. Dave makes motion, Laurie second- motion carried to pay \$500 per year for web administrator.

CALPACA Facebook status – we have 54 friends on our site; this can be a marketing tool and networking. Need to send out email to let everyone know that we have the site.

CALPACA Open herd status advises that Sheila was working on this, Laurie is also helping. We have 2 choices – free, would not allow any product sales from our members. We could also pay OpenHerd to do our whole web site and it would include PayPal. This would have a cost. We can look at this at our face to face on the 28th.

Winagator update – not going to have drawing at Symposium. Still have tickets to sell.

There are a total of 56 tickets left to sell. Selling tickets at Symposium is a no-no. We can put flyers out but not actively sell. If we could sell 10 more tickets, we would have a profit of \$2100 and could do the drawing. Could put a contact list out and see if anyone signs up. Let everyone know that the drawing will be at our February meeting. This will make the drawing go 1 year. Need to put a closing date on our next raffle and do smaller things.

Old/Unfinished Business from minutes

Event Managers Update - Dennis

CA Classic 2012 Update: - Final 2011 budget is in. Discussion on printer – Super should bring printer – declined offer. Talk on check-in on Friday only, most approved, eliminate second barn, bleachers. Talk on making budget, what else can be cut. What else can we add? Can we get 4H or FFA to come and be for hire to clean stalls? Add as a bennie for big sponsor.

Gold Country 2011 final accounting recap: Kay advises the show lost \$1000 more than anticipated. Still some money left in the kitty and do we want to go forward with 2012 show? All board advised yes they want the show to continue and that Dennis would help with getting the budget lower. Kay advised that the fleece show is losing money and that might help save the show. Also advised that they would add free stalls to big sponsorships in hope of getting more. Need more big volunteers to help. Need someone willing to take on Herd Sire auction to help with the shortages. Gold Country 2012 Weekend of October 20-21st.

Quarterly Meetings for 2011-2012

February 2012 - Deb Galloway – Menagerie Hill

Alpaca Citizen of the year. Dale Davis is our choice. Kay will look for plaque or cup to be presented at Feb Meeting.

May 2012– Robin and Richard Vasquez R&R Alpacas (meeting moved back to May 19)

August Meeting 2012– Laurie Findlay – Alpacas of El Dorado

November Meeting 2012- Karen Kelly – Arapahoe Rose

February 2013 – TBD

May 2013 – Dave and Sheila Scroggins

New Business:

Reminder: January Strategic Planning Meeting -

Date: Jan 28th – need address of Origin. Joan to come, Joyce to ask Lin Murray.

Location: Sacramento/Rocklin Area (Origin Coffee Shop Free meeting room, must purchase 75% of the food or beverage from Origin Two rooms to choose from 8 person and 40 person capacity)

Time: 9:00 to 4:00, lunch at Origin.

Credit card machine – has it been transferred to symposium committee – Yes at November meeting.

Calpaca signs – Dale needs an answer on ordering or not – agreed to order.