

August 14 2012 Calpaca teleconference

Meeting started at 7:15pm

All members present

Kay advised she cannot access computer due to lightning strike.

Dave sent out an updated budget: this will be published on the Calpaca website. The account balances will be published on a quarterly basis.

Joyce had new members – 4 first time attendees at the meeting plus returning members. There is now a membership committee consisting of Larry Macedo, Mark Emery and Janis Bass. This is a committee to make sure that new members are informed of the upcoming events. The president will send out a welcome packet and inform the new member of who is closest.

California Classic – Joyce sent over the budget for 2013 and we could get the days she wanted. Kay made motion to approve the budget, Dave second – motion approved and Classic will move forward.

Gold Country Gathering – Kay sent out revised budget – Joyce made motion to approve and Dave second. Big change in the budget was the canceling of the fleece show. Saving the show about \$5,000.

Web site – We had a great speaker on Saturday – Joe from Open Herd spoke on marketing and ways to improve our web present – Calpaca is the 1st web site to come up when you search California alpacas. We can link many sites and we can choose. Do we change membership fees to one tier? Open Herd is a free web present. There are extra additives that cost more and give you more benefits. Does Calpaca want to do this? The GCG auction would be cheaper by using this site and Ca Classic could also add this to their show. Do we want to take the big jump and go with a change? Or do we want baby steps and just get the Affiliate site.

Motion on the floor – Kay made motion to use Open Herd as an extra web presence to show sale alpacas and give any Calpaca member extra coverage – discussion then went to what are the benefits of going with OpenHerd.

1. OpenHerd is free for Calpaca or we can pay for an upgraded site.
2. Calpaca members can have their own web site at no charge and be linked to the Calpaca web site.
3. Extra presence for those who have their own web site.
4. Ways to improve Calpaca present on the web.

Board discussed what they liked on OpenHerd and what needed to be fixed at Calpaca.org. Dennis second motion – all board in favor of going forward with OpenHerd.

We still want Cara to do the maintenance on the web until we get a better idea of what needs to be done with the web site. \$10,000 is too much at this time to do an updated web site but we need to keep Calpaca.org as the number one California alpaca web search.

There are a few topics on the By-Laws that need to be address – do they go to just a board vote or to a membership vote? Three where just wording which the Board can change and one had to go to the membership.

Next agenda needs to include By-Law updates.

Board all agreed that Dianna is doing a great job as Connection editor. Discussion on doing a web only version or what to do to make it profitable.

Phones dying so meeting was called to a close at 9:15pm.