

CALPACA - Board Meeting Agenda

Teleconference November 13, 2012 – Start time 7pm

Call-in Conference Line has been verified with a credit card, - Call in 888 236 9224 room# 865484 But if you are first in the room the room # is 600317 Conference room has to be signed out of to complete the call

Attending: Laurie Findlay, Kay Rodriguez, Joyce Judy, Phyl Clempson and Karen Kelly

Absent: None

Laurie called the meeting to order at 7:05 pm.

Each Board member spent some time discussing their positions and what they would like to accomplish.

President – Laurie wants to get more members in Calpaca and hopes to cut costs to make it possible for us to offer more to our membership to ensure retention and perhaps encourage old members to return.

Vice President – Kay thinks we have lost touch with our members, and she would like to take on communication and help determine what we can do for our membership.

Secretary – In the past, Kay wrote articles for the affiliate, she did the agenda, managed the teleconference. Joyce indicated that she wants to begin to create historical documentation via a Yahoo Group site that will enable to the Board to pass on to future Boards how things are handled. This would include Board Policies and Procedures, Terms of Office, Board Transition documentation, Contact List (CPA, attorney, printers, UC Davis Endowment Fund) and other things. In addition, she will create a formal Minute Book. Joyce asked who has the Corporate Seal. She will contact past Board members to determine who has it.

Treasurer – We need to develop a budget and get a better handle on what we actually spend our money on from year to year.

Director – Marketing - Phyl believes that marketing and membership go hand in hand and that we need to coordinate with each other. Phyl thought it would be good for us to offer webinars. Joyce suggested that this might be a freebee to Farm Members but at a cost to everyone else, which would increase Calpaca's income to enable Calpaca to do more for its members. The Board will discuss this further in the future.

Secretary Report –Joyce

- Review for approval of previous meeting minutes (October) – Laurie made a Motion to approve the Minutes as revised. Kay seconded the Motion and the Motion carried.
- Dennis received an email from Ranch of the Oaks asking to host the August 10th meeting, which was forwarded to the Board. Kay will give them a call and tell them they are approved.

Treasurer Report –Karen

- Financial Report - Karen reported that there was nothing new since Dave's report at the Membership Meeting on 11/10/12
- Report on CALPACA operating budget – Again nothing new since Dave's report at the Membership Meeting on 11/10/12
- Kay reported that she is waiting on final ribbon bill and the judge's bill.

- Kay asked that Karen fax her the GCG bank statements so that she can balance the GGC and then will send it back to Karen
- Joyce is finalizing question marks on the 2012 Classic.
- Karen deposited the GCG monies for the Herdsire Auction and the Silent Auction, with
 - GCG balance will be \$15,465.11
 - There was discussion around which account the Silent Auction monies went into. Karen to verify with Dave where the Silent Auction money gets deposited and when the Silent Auction money is sent to UC Davis Endowment Fund and to whom.
- Karen to talk to Dave about Winagenerator monies and accounting...9 tickets monies and 1 for Calpaca sign money deposited.
- Joyce committed to speaking with Rick Brady to develop an historical document to explain how the Endowment Fund was created and how it should be handled financially.

Membership update –Joyce

- New member report – 4 new members – 142 members
- Membership committee progress – The Committee had a number of thoughts:
 - Perks for members who bring prospective members to Quarterly Membership meeting. The Board would like clarification on what perks they envision.
 - Local advertising prior to Membership Meeting. The Board would like clarification on the Committee's thinking on this.
 - The Committee would like to see Calpaca brochures passed out at Member Meetings and to wholesalers, as well as a rewrite of the brochure that promoted Calpaca Membership. The Board agrees that the brochure needs a rewrite; however, we just reordered an additional 1000 brochures and believe we need to use those up first. The Board also wants to put the brochure on the website so that Members can download them, so perhaps this version could be rewritten.
 - The Committee floated the idea of adding additional levels of membership. This would need to be approved by the Membership. The Board asked that the Committee discuss this further and provide more specifics.
- New candidate for membership chair – Pam Brady has volunteered to assume the responsibilities of Lin Murray who is retiring from her Membership duties. The Board all agreed that this would be a great fit and Joyce will contact Pam to turn things over and help in the transition from Lin to Pam.

Marketing – Phyl and Laurie

- Connection Newsletter Update - Laurie reported that year-to-date the Connection has a \$1746.73 loss. The Fall issue of the Connection took in \$480 in income for and had expenses of \$1713.75.
- Going to 3 digital copies of the Connection and one hard copy which will include the Membership Directory will substantially reduce our expenses in this area.
- Phyl will be talking with Dianna to determine what we should charge for advertising for the Digital version of the Connection versus the hard copy in April.
 - Review of alternate use of email and website to post electronic form of the connection to reduce costs and Dianna's report on alternate printers
 - Talk about changing the cost of paid Advertising - Digital VS Hard Copy
- Karen to ask Dave about last year's cost of the printing and mailing of the Membership Directory so that we can determine what our savings will be by combining these two publications.

- Joan Clappier offered her resignation as going to the Open Herd website won't require the same level of experience. Laurie and Joan are working together to transition.
- Discuss status of the move of website to Open herd – gather pictures from members and Laurie will continue to send emails to get pictures. Laurie to find out if Joe can get a draft site to the Board by our next Board meeting on December 11, 2012. Open Herd says they can go live on January 1, 2013.
- Winagenerator ticket sales, board member sales and other efforts, approximately how many tickets remain to be sold? Laurie has 54 tickets left. We will continue to sell the tickets until sold out, and then do the drawing.
-

Old Business from Minutes

Event Managers Update - Laurie

- CA Classic 2013 - Joyce indicated that the Classic is on target, but needs some website updates.
 - Laurie to talk to Joan about doing minor updates to main Calpaca page to remove GCG, adding in link for the Spin-Off, updating for the February Membership Meeting, changing the Membership Chair to Pam Brady and adding the approved Minutes for the October Board Meeting.
- Gold Country Gathering 2012 - Kay reported that the show was a huge success and that they are about \$9000 in the black.

The Board decided on a Citizen of the Year and Kay committed to ordering for the current Citizen of the Year and past years. Joyce will check to see if Dale got her free membership for 2012 or if it needs to be applied to 2013.

New Business

- Quarterly Meetings for 2013
 - February 2013 – Karen Kelly – Arapahoe Rose Alpacas
 - May 2013 – Dave and Sheila Scroggins – Colusa River Alpacas
 - August 2013 – Tom and Mette Goehring - Ranch of the Oaks
 - November 2013 - Open

Planning Session for 2013 – Board decided that we would discuss this further at our December Meeting.

Meeting adjourned at 8:50 pm