

CALPACA - Board Meeting Minutes

Teleconference February 11, 2013 – 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, Karen Kelly, Joyce Judy, Phyl Clempson, & Kay Rodriguez

Absent:

Call to Order –Laurie Findlay, President, 7:02 pm

Secretary Report –Joyce

- Any changes to the Minutes of the last Board Meeting – Board took a few minutes to review the Minutes
- Call for approval of previous meeting Minutes (January 8 and January 15) – Laurie Motioned to approve the Minutes – Kay seconded and the Motion was approved.
- Any New Correspondence - none

Treasurer Report –Karen

- Financial Report
 - Report on CALPACA operating budget – Karen presented a December 31, 2013 Year End \$350 membership renewals received as of February 11, 2013
 - Have all completed shows/events turned in final accounting and receipts – Kay still has a couple of outstanding items

Membership update –Joyce

- Membership Update – We have 75 members that have renewed, but in the past, most people didn't renew until late Feb/March. Pam will send out a letter to renew. Laurie to also send an email to members who have not renewed to indicate that they will not be on OH until they renew.
- New member report – We have 3 new members
- Membership committee progress – Recap the Mission for the group. Why did they join? What is their expectation? Let's have a brain storming session. Invite them to come to our Planning Session on March 2 at lunchtime.

Marketing – Phyl

- Connection Newsletter Update – any comments: pro/con – No major reports of issues.
- Winagenerator ticket sales, board member sales and other efforts, approximately how many tickets remain to be sold? It's a tough sale so Phyl is going to work on a better fundraising idea for next go round. Could we maybe use 4-Hers to sell these tickets? Phyl will check to see if this would be legal? Perhaps the better way to go would be to make a donation to their group?
- Marketing ideas – Phyl (radio, TV, other, revised Calpaca brochure) – Would an annual get together of our members be a fun event? One page insert into the brochure on OH.

Website – Laurie

- Discuss status of the move of website to Open Herd with vote to move forward to complete site – Can we show our new members on the front page as a welcome to new members? Joyce Motioned to approve the website as presented. Kay seconded the Motion. Motion passed.

Old Business from Minutes

Event Managers Update - Laurie

- CA Classic 2013 Joyce Judy to provide status of show – 35 entries for the Spin-off.

- Gold Country Gathering 2012 – Kay/Phyl – They will be getting together to start the Event with Kay walking Phyl through each step

New Business

- AG Day Sponsorship – Laurie Motioned that we approve this Sponsorship of \$3000, Phyl seconded the Motion. The Motion was approved.
- First set of proposed By-Law Changes for review – Joyce – please review and send comments/changes and we'll vote on this in March.
- 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 – Need to send email soliciting hosts

Planning Session for 2013 – March 2, 2013 – Discuss what topics we should discuss, meeting time and during and location (Dale's?). We will meet at 10:00 am and finish approximately at 4:00 pm. We will cover 2013 Budget (including reduction in expenditures given the reduction in membership, Ideas for the future, Membership Retention, and Survey questions

Round Robin----

It was discussed that we need to join/contact various groups to become more involved in outreach.

Suggestions were:

- Dept of Agriculture Coalition - Communications Director - Eric Stein
- California Grain
- California Farmlink.
- AOBA Leadership Counsel

Adjournment = 8:58 pm