

MAPACA Board Meeting Minutes 09/18/2014

In attendance: Miss Bittner, Mr. Reachard, Mr. Smoker, Miss Rost, Mr. Oraschin and Miss Kremer.

Absent from call: Dr. Bert.

With Dr. Bert's absence Miss Bittner presented the meeting.

Approval of Board retreat minutes recorded by Miss Chris Armstrong.

Motion to approve retreat minutes made by Bill
Second by Carole

All in favor and the motion carried.

Mr. Reachard presented the agenda items sent to him via a text from Dr. Bert.

Calico Moon's Contract.

Mr. Reachard stated that Dr. Bert ask for the Boards approval to move forward with hiring Calico Moon (Chris and Jess Armstrong) as the Event Managers for the 2015 Jubilee.

Mr. Smoker asked if they will handle what Miss Kinka had handle as the show Coordinator.

Miss Rost stated that they would handle all areas of the show except the vendor's village and educational speakers. These two areas would be handled by the Board of Directors.

Miss Rost motioned that we move forward with hiring Calico Moon as Event Managers.

Second by Mr. Oraschin
All in favor and the motion carried.

Elections

Miss Bittner reported that we have five nominees. She has received all bios and pictures and all information has been sent to the accounting firm.

Mr. Reachard asked what the ballot return deadline was.

Miss Bittner stated the deadline was October 1, 2014.

Treasurer's Report.

Mr. Smoker sent out financial reports to the Board for their review. Mr. Smoker reported that it cost \$300,000.00 to run the 2014 Jubilee. He also stated that we will have a loss of revenue of \$27,000.00 to \$28,000.00 compared to the 2013 Jubilee. The loss is being contributed to the loss of exhibitors to the national show held in March in Harrisburg.

Dues Structure

Mr. Reachard reported that Dr. Bert would like the Board to come up with some ideas to restructure the dues by our next meeting.

Miss Rost mentioned several ideas that were discussed during the Board Retreat. Miss Rost will put a blurb in the upcoming newsletter letting the Membership know there will be some changes to the membership and dues coming soon.

Mr. Oraschin mentioned the structure that the Empire association had offered their members and new members for their upcoming show.

Miss Bittner feels we should have 3 or 4 levels to Membership. The bylaws state that we must charge dues for membership.

Mr. Oraschin stated that we need more discussion on this topic and it should not be rushed and once we have discussed and planned out the new Membership dues structure we could send out an eblast to the membership.

Membership

Miss Bittner will be putting together several ideas to help generate higher numbers to members renewing their membership. Miss Bittner would like to Board to submit ideas to her.

Auction.

Mr. Reachard stated that Dr. Bert suggested that we have the auction in 2015 or as a Board we would have to come up with ways to cut \$75,000.00 from the Jubilee Budget.

Mr. Reachard suggested dropping the consignment fee to be competitive with the AOA National Shows auction fee of \$1000.00.

Mr. Oraschin feels we could keep the consignment fees higher and still be competitive to the National show.

Mr. Oraschin motioned to move forward with the auction with an amendment to restructure the consignment fees.

Second by Miss Rost

All in favor and the Motion carried.

Sponsorships

Mr. Reachard stated that Dr. Bert would like the Board to review the different sponsorship levels and see what can be done to revise them for the 2015 Jubilee.

Miss Rost mentioned letting smaller farm to pull their funds together for sponsorships.

Miss Rost also suggested offering a free stall to the sponsors. This stall would not be for display.

Miss Rost also suggested a flyer for the show packets in place of a show book ad.

Miss Bittner asked if any Board members want to take on the task of reviewing the sponsorships and suggest changes and updates to each level.

Mr. Oraschin will review the sponsorships and present his ideas for changes at our next meeting.

Retreat

Miss Rost mentioned that if we are going to sponsor an educational tract at the VAOBA show that we need to work on this now.

Miss Bittner will discuss this topic with Dr. Bert.

New Business

Mr Oraschin received an email from O-Wool a textile company based in Philadelphia. O-Wool is looking to purchase grades 1 and 2 alpaca fleece from our smaller farm members.

Mr. Oraschin feels this would be a great benefit to our Membership to help them sell some of their fleece and get it into production.

Miss Bittner asked if they would be willing to put an ad in the newsletter. Mr. Oraschin will work on this and report back to the Board.

Composite classes.

Miss Rost mentioned that we should keep the composite classes for the 2015 Jubilee.

Miss Bittner mentioned that there was a statement made that composite would hurt the numbers to the fleece show. Mr. Reachard stated that composite classes do not affect the numbers of the fleece show. Farms that show in composite generally do not show in the fleece classes.

Miss Roast made the motion to have Composite classes at the 2015 Jubilee.

Second by Mr. Oraschin

All in favor and the motion carried.

Performance classes.

Mr. Oraschin stated that there were many entries at this past years Jubilee and seemed to run long. Mr. Oraschin suggested that for 2015 we limit the number on classes to three classes per youth exhibitor. There are six classes to choose from and Mr. Oraschin feels by having the youth decide what three

classes they want to participate in will help in educating them on decision making and will also help to keep the Performance classes moving along faster.

Mr. Oraschin made the motion to adjourn the meeting

Second by Miss Kremer

All in favor and the motion carried and the meeting was adjourned.

Respectfully Submitted by
Chris Reachard, Secretary