

MAPACA Board Minutes 12/17/2014

In attendance: Dr. Bert, Miss Bittner, Mr. Reachard, Mr. Oraschin and Miss Lovelidge.

Absent from call: Mr. Smoker, Miss Rost and Miss Kremer.

Approve meeting minutes from 11/19/2014 Board call

Motion to approve made by Mr. Oraschin

Second by Miss Bittner

All in favor. Motion carried and the minutes were approved.

Jubilee:

Dr. Bert – There is no way for the show registration system to verify who is a member and who is not.

At the 2014 Jubilee there were 170 farms attending the show. 63 of those farms shared stalls.

Dr. Bert mentioned using pine pellets under stall mats. This was done at the Ohio show. Overhead cost per stall is estimated to be \$80.00. If pine pellets and show mats are used for stalls the cost drops to an estimated cost of \$40.00 per stall.

Mr. Oraschin mentioned that if we offered a buy two stalls get the third stall free may help in upping the number of halter registrations.

Dr. Bert mentioned that we would have to advertise that we would be using pine pellets in place of sod in the stalls.

Dr. Bert also suggest that MAPACA purchase stall mats at a wholesale price to be used in each stall.

Mr. Oraschin mentioned the importance of keeping sod in the show rings. Dr. Bert confirmed that we would be using sod for the show rings.

Miss Bittner asked if we would be offering sod to the top sponsors.

After some discussion it was agreed that this could be an option.

Show Timeline:

Spin Off - Mr. Reachard stated that spin off registration would open on January 1st and close on the 15th with the possibility of excepting entries as far out as the 23rd of February for those who have samples in the Florida and Carolina shows.

Fleece Show – Mr. Reachard will talk with Cindy Vars fleece show supervisor to confirm the closing dates of the fleece show.

Halter – Dr. Bert mentioned that we opened registration for halter classes January 15th. Mr. Reachard asked if we could offer a true Early Bird Registration offering the Membership stall fees at \$165.00 and after Early bird stall fees go to \$185.00.

Mr. Oraschin suggested to do a Sweetheart discount instead of an Early bird registration running from February 14th to the 21st.

Dr. Bert suggested doing a 48 hour Sweetheart registration to Membership only. This registration would start on Friday February 13th at noon and close on February 15th at Midnight with regular registration open until April 15th.

Membership:

Dr Bert suggested a reduce Membership renewal fee from January 1st to the 15th.

Dr. Bert asked Miss Bittner if we could send out invoices to members for Membership renewal. Miss. Bittner mentioned that the invoice response was low last year but this can be done again for 2015 membership renewal. Cost to send out invoices was \$150.00 to \$200.00.

It was suggested to offer an Early Bird renewal of \$75.00 and after Early bird the fee rises to \$100.00.

Miss Bittner made the motion to return the Membership fees back \$100.00 for 2015 with the Early bird fee of \$75.00.

Second by Mr. Oraschin

All in favor and the Motion carried.

Sponsorship Initiatives:

Dr. Bert asked the Board to do some thinking on this for our face to face reorganizational meeting on January 10th.

Dr. Bert asked for an executive session.

After some discussion the Board returned to regular session.

Dr. Bert has asked Chris Armstrong to send out some save the dates emails about the Jubilee. Dr. Bert also mentioned that Silver Penn Sales has started to advertise the auction.

2016 Judges:

Dr. Bert spoke with Amanda Vanderbosch and she would like to come back as one of the judges for the 2016 Jubilee But needs the dates now.

Speakers:

Dr. Bert asked the Board Members to send him suggestions on speakers for the Jubilee.

Dr. Bert suggested having a Family farm seminar.

Dr. Bert would like to have all speaker suggestions sent to him ASAP.

Dr. Bert mentioned that Penn State would like to look at the Jubilee as a 4H Keystone event.

Organizational Meeting:

Dr. Bert suggest holding the meeting on January 10th hosted at his farm

Dr. Bert will block rooms at the Comfort Inn for Board Members.

Social Media:

Mr. Oraschin has a client Sally Richardson that is interested in doing Social Media Marketing for MAPACA and the Jubilee.

Dr. Bert asked Mr. Oraschin if he could invite Sally to the January 10th meeting so she can do a presentation to the Board on Social media marketing and what her plans are.

Mr. oraschin will speak with Sally and make the arrangements for her to attend the meeting and he will report back to the Board.

Respectfully Submitted by
Chris Reachard, Secretary.