

**Mid-Atlantic Alpaca Association – Board Meeting Minutes**

**March 3, 2020**

**Meeting called to order at 8:02 PM**

**Attendees:** Carole Rost, Barb Sodums, Chris Reachard, Randy Strong, Arlene Fusko, Jeff Jorritsma joined at 8:30, Jess & Chris Armstrong joined at 8:18.

**Approval of Minutes:** 1/14/20 Minutes – **Motion to approve by Arlene, Second by Chris R., passed unanimously.**

**Treasurers Report – Jeff:**

As of March 3, 2020

Current Bank Balance: \$32,767.86

Paid items:

- 1/21/2020 \$183.38 Storage Depot
- 1/29/2020 \$21.30 Longs Cards (Office supplies)
- 2/12/2020 \$81.15 Appalachian Brewery (Board Exp.)
- 2/12/2020 \$650.00 AOA Show Certification
- 2/12/2020 \$58.38 AOA Eblast
- 2/18/2020 \$21.99 Staples (1099's)
- 2/18/2020 \$1947.20 Tractor Supply (pellets)
- 2/18/2020 149.14 Tractor Supply (Barn Dry)
- 2/18/2020 199.00 Openherd renewal
- 2/18/2020 1600.00 #1335 Don Tompkins (pymt. For Jubilee)
- 2/18/2020 1000.00 #1336 Sue Ives - Installment
- 2/18/2020 800.00 #1334 Calico Moon - Installment
- 2/18/2020 500.00 #1333 Don Tompkins (pymt. For Gala)
- 2/21/2020 \$183.38 Storage Depot
- 2/21/2020 \$35.00 #1337 Commonwealth of VA (Annual MAPACA License)
- 2/25/2020 \$58.38 AOA (Eblast)

Deposits:

- 2/26/2020 Gore Trailer \$400.00 – Vendor Fee
- Red Maple \$975.00 – Vendor Fee

Current Bank Balance: \$27,610.03

Current Paypal Balance 33,653.03

MAPACA Balance \$61,263.06

**Motion to accept Treasurer’s Report by Barb, second by Arlene, Unanimous.**

## **2020 Show Plan Discussion**

Carole shared with the board that Alma G. is making us beautiful sponsor gifts.

Comparing last year to this year, to-date registrations we are far lower this year. Chris A. suggested we ask Sue Ives what trends are with other shows to shed some light on why we are lagging so far behind this time last year.

Randy brought up the point that other shows are running much longer early-bird pricing periods than we are, which might negatively affect our numbers. Discussion included thoughts about keeping it short so people don't procrastinate, which gives us a better ability to project actual show numbers, as well as the idea that people who haven't been able to finalize their plans for show attendance might be discouraged from coming if they can't register before the early-bird deadline. It was agreed that we should discuss extending the early-bird period next year.

Chris R. noted we're down about ½ as far as payments & Registrations from last year. Discussed AOA Eblasts and found that almost none of us have been getting the Eblasts (3 went out in February). Chris A suggested maybe we need to use someone different for our Eblasts if AOA isn't reaching people. Barb suggested that if people aren't getting Eblasts it might account for the low registration numbers. Carole noted that people are also thinking more about registering for Buckeye and PAOBA right now, so without Eblasts MAPACA might stay on the back burner. Jeff will contact AOA tomorrow and check on the situation.

Chris A suggested writing personal notes to past sponsors asking if they'd like to Sponsor again this year. Arlene will work with Chris A. on this.

Carole asked if anyone had ideas for people to give free seminars. Suggested we might get someone from Penn State to talk about the Manure Plan requirements, and Bill suggested asking shearers to come in early enough to give a talk about preparation for shearing. Chris R will ask shearer if he'd be willing to do this.

Theresa Jewell will be doing Felting Demo's (on the schedule) as well as lots of other fiber demo's (weaving, spinning, etc.) throughout the weekend.

Chris R. reported that there are 26 spin-off entries, but because there are fewer than the 36 entries required for Cottage Fleece, there will be no Cottage Fleece competition. Cottage Fleece will be removed from the website/registration.

Barb offered to be "Health Check Captain" in response to concerns from last year when Mary Reed had to do much of check-in with little to no help. Barb will work with Chris A to schedule volunteers.

Discussed coordination of pick-up/delivery of carpet, pellets & barn grit. Chris & Jess will be arriving Tuesday AM, and Bill will be available for pick-up, etc. Jess & Bill will get together to plan a schedule & Jess will get helpers from the Mission.

Auction report from Randy: Ran down the complete Herdsire list, which he has already sent to Chris R. It was agreed to wait to promote the list until after the PAOBA show on 3/21-22. Randy also gave a complete report of the many live Auction donations we've gotten, which seem to be plenty at his point. There is a question about having Brett call the auction because he works for Silver Pen, so Jeff will reach out to clear this with Debbie Vigas.

Carole will make up a Flyer for promoting MAPACA at the North American (Jeff will take) and PAOBA shows.

Carole reported that the room blocks are available at Staybridge, Hampton Inn & Springhill Suites. Staybridge has a specified "staff" block as well for anyone interested. Jeff & Bill will be staying from Wednesday through Monday. MAPACA will again cover Wednesday and Sunday nights for those staying to work.

Peruvian Link is sponsoring the Meet & Greet and wants to hand out a promotional item, which we all agreed is fine. Chris R and Carole are working with the venue on food choice and keeping the price in the \$15/person range.

Discussed ideas for making the Auction dinner an occasion with a flapper theme, doing some costuming for wait staff, etc.

Randy explained pricing and timing for having early online auction bidding and Live Feed through Openherd. Chris R suggested having the preview available in March and going live in April.

Members discussed and decided on the 2020 recipient of the Lifetime Achievement Award, which will be revealed at the show.

**Motion to accept the nomination by Randy, second by Bill, unanimous.**

Carole will arrange for Chris A to order the plaque for the award.

Discussed Renee Rittenour doing our showbook and signage again and agreed she does a wonderful job for us. Randy pointed out the importance of meeting and sticking to her deadlines for ads, etc., which means we may need to contact sponsors and make sure they get ads to us on time. Deadline of April 1 was discussed.

**Motion by Arlene to hire Renee Rittenour to do the Showbook and signage, second by Barb, unanimous.**

Jeff suggested we consider buying a heavier duty show bag that exhibitors could take home and use for shopping, which we all thought was a great idea.

Finding a way to provide and promote a reduced cost parking “coupon” to encourage more public attendance was discussed. Carole will try to talk with people in the Harrisburg area for ideas.

Next meeting scheduled for 8:00 PM on Tuesday 3/24.

**Motion to Adjourn at 9:49 PM by Jeff, second by Bill, Unanimous.**

**Respectfully Submitted by: Barb Sodums, Secretary**