

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

***January 18, 2022***

**Meeting via Zoom – Meeting called to order at 7:10 PM**

**Attendees:** Carole Rost, Barb Sodums, Nicole Phillips, Arlene Fusko (joined at 7:15), Mary Reed (joined at 7:26)

**Approval of Minutes:** 12/21/21 Meeting Minutes – **Motion to approve by Barb, Second by Nicole, Unanimous – Motion Carried**

**Treasurer’s Report – Nicole:**

Citizen’s Bank Account is now closed and a new account at Atlantic Union has been opened. All the checks from Citizen’s cleared and Bill received a check for the balance and overnighted it to Nicole so she could deposit it in the new account.

Run-down of checks written, renewed memberships and refunds for the Anniversary discount, as well as the upcoming insurance bill.

Nicole will scan and send out the last page sent with the insurance policy for our review. It’s concerning additional information on policies involving directors and officer’s insurance that we need to discuss at a future meeting. Carole suggested we have her farm insurance person (Dana Briar) take a look at it and help us decide what we need. Nicole agreed to pass it along to him.

McAfee needs to be renewed to protect the MAPACA computer. Cost is \$30/year.

Nicole reported that Quickbooks hasn’t been updated since 2016 and is no longer under contract for any assistance we might need. She suggested we should discuss this at some point.

1099’s are due at the end of January and she is getting them done this week.

Conference Call account has been cancelled.

The Square Account has been updated to the new Atlantic Union Account.

Carole explained that Nicole will need to add our Square Account to her phone so she can take payments at the show.

Two Atlantic Union Debit/Credit cards are being sent out, one to Nicole and one to Bill.

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

**2022 Jubilee:**

Carole reviewed Judge changes: Helen cancelled; Arturo has been hired to cover her assignment. Stephanie can do all the Suri's for Gala, as well as all the Production classes on Friday.

Website manager (Christine A.) will be adding sponsors, etc. as we move forward. She doesn't have a formal contract at this time but we'll need to decide how to compensate her.

Nicole suggested updating or changing the MAPACA / Jubilee website, pointing out that if the website looks outdated people may assume the information is also outdated. Carole explained that our options are limited with Openherd. She suggested that we talk with them about this issue after the show and see if we can upgrade it somehow. Barb pointed out that using Openherd allows our members to sync their websites to the MAPACA search pages.

Agreed on further discussion after the show (May) about the pitfalls, strengths, goals, etc. of a new website, as well as the need for farms to be able to link through Openherd.

The Barn Manager position has been offered to Jim Nogier from Nite Star Alpacas and he's accepted. He's worked with Jess for a couple of years and is very familiar with what needs to be done. As far as compensation, Barb remembered that paying half of Jess's compensation had been discussed at the last meeting, and also suggested that financial compensation is important to secure an obligation.

**Motion by Barb to hire Jim Nogier as Barn Manager, to be on site all days needed leading up to, and following the show, for \$2500 plus Hotel. Arlene Seconded, Unanimous, Motion Carried.**

Discussed hiring the men from the Mission that Jess has used in the past for set-up and clean-up. Arlene asked if Jim is familiar enough to manage them, and Carole said she would check with Jim. Mary also suggested her staff of 3 that does Buckeye set-up, tear-down and also help with Ring Stewarding and Gate Keeping might be interested. She pays them \$15/hour plus 1 hotel room. It was agreed that having 3 experienced people for the entire weekend would be a better option than hiring the Mission people. Mary will ask them if they'd be interested and let us know.

Carole inquired about the AOA Eblast she sent out for review, scheduled to go out tomorrow. Nicole didn't get it, but everyone else thought it looked good. Registration opens on the 14<sup>th</sup> of February with Sweetheart Earlybird ending on March 1<sup>st</sup>.

Carole proposed offering Earlybird pricing on Entries as well as the usual Stall discounts to encourage people to get their entries in early. All agreed to offer \$45 for Earlybird entry (regular price is \$55). Price for companion animals for youth has always been \$20, and we all agreed to continue this charge. Nicole suggested that the benefit and youth opportunity we are offering be highlighted on the website.

Carole asked if we would agree to lower our stall prices to be more in line with other shows. She suggested \$195 for non-members (\$185 Earlybird) and \$185 for members (\$175 Earlybird). Barb commented that it is still high, but Carole pointed out the high price we have to pay for the venue. All agreed on the change.

Sponsorships - Carole asked if we wanted to continue to give lunch tickets to top sponsors. All agreed to continue them. Drink tickets will be reduced from 6/sponsor farm to 4/sponsor farm.

Bag sponsorship - Will be opened up to farms as well as vendors. We will offer 1 display and 1 animal stall for farms, and 2 vendor booths for vendors.

**Board Member Vacancy** – Carole asked if anyone has been able to come up with interested people to run for or be appointed to the board. Nicole has asked one person who may be interested in the future, but not at this time.

### **New Business**

Reviewed Jonathan's contract for panels and his request for the entire payment up front to help him get the funds to purchase LLE. For Nicole's benefit, Carole explained Jonathan's efforts to purchase LLE, as well as his role in providing all the panels for shows and how and why his history with the show is highly valued. Nicole shared her view that paying so much up front doesn't seem like a good business decision. Barb commented that whatever we pay him, and when, needs to be clearly reflected in the contract. All agreed that it would be acceptable to give him \$6000 up front (about 2/3's of his fee). Carole will contact him to amend his contract accordingly.

Carole reported that the Photographer's contract (Doug Herrman) is in hand, no changes. He'll come in and set up on Friday morning,

Carole asked if we want to rent Pipe and Drape from the Expo for the rings, or go with panels that Jonathan can set up at no additional cost. Barb expressed concern that it is an expense we could cut to save funds, which makes sense now that the show is smaller than it once was. Nicole asked what the cost is and Carole will look that up and email it to the rest of us. Decision pending.

Carole gave a rundown of Show Staff as posted on the website for the current year.

Positions to be filled or held by new people:

Barn Manager - Jim Nogier

Website Manager - Christine Armstrong

Fiber Arts Competition Coordinator – Arlene offered to accept the mailed entries and set up the ribbon display. We will ask Theresa Jewell if she will judge the entries.

Live Auction Coordinator - Barb offered to take this over.

Social Media Manager – Carole asked Nicole and she agreed. Carole suggested that Nicole make contact with the AOA publicity person.

\*Needed: Volunteer Coordinator, Color Check Coordinator

All agreed that we need to Pay Ring Stewards – Possibly will have the staff from Mary

Other possibilities: Deb Potts-Reagan, Jay Brown, Jay Russell (?).

Deb Potts-Reagan might agree to be our Color Check Coordinator – Carole will call her and ask. Scott has volunteered to handle numbers and ordering of Ribbons, and he is in contact with Chris A. and will have access to her Google Docs with all the existing ribbon information. Arlene will be able to pick them up on her way to the show.

Carole explained that the Show Rings and alpaca stalls will be in the airconditioned side of our area, but it is open to the other side so it should also be cool and will house the Vendors, food, and Youth ring.

A Site Visit Needs to be scheduled in February to see the new space and plan for the Banquet and Meet & Greet Catering Services.

Carole and Arlene are definitely going, and Jim N. and Bill O. will also need to be there. Nicole would like to attend.

Tentatively looking at the 22<sup>d</sup> or 23<sup>rd</sup>. Carole will work on coordinating the date with everyone.

Carole suggested that the Saturday night dinner and auction should be held at the venue so more people will stay and attend. The same space can be used for people to sit and eat lunch.

Nicole mentioned that we aren't listed on the Farm Show Complex website. Carole will talk to her contact, Morgan, about having it listed.

Carole confirmed that she'd sent Flyers promoting both MAPACA and PAOBA to the PAOBA booth at the PA Farm Show.

Nicole reported on the MAPACA Instagram site, which is up now as MAPACA. Only one person can post at this point so that the message stays consistent. Nicole explained the different options for additional sections with "buttons", possibly for the show, other events, highlighting member farms, etc. She is not planning to officially launch it until we all have a chance to take a look. She will be posting and adding to the "story", which each of us can then share to our stories as well to spread the message. Additionally, our Instagram link can be posted on our website and on the PA Farm Show's Instagram page and website.

Barb will be working on keeping the MAPACA Facebook page active and up to date and questioned making the page Private instead of Public (Carole will ask Chris R. to add Barb as an Administrator).

Nicole explained what should be considered:

What do we want our message to be and how do we want to manage that message, and having a firmer hand on what's being put out there with our name attached to it. Nicole also suggested that we might benefit from having an administrator control what is posted on the site and everyone agreed. Barb will talk with Nicole further about how to accomplish our goals with FB.

Carole shared that Alma G. is working on creating a 25<sup>th</sup> Anniversary logo for us, which should be ready to use by the time registration opens.

Sponsor Gifts were discussed for our Silver Anniversary. Suggestions included:

Wine/non-alcoholic options with a 25<sup>th</sup> Anniversary bottle decoration (Barb could ask what

people prefer)

Something embroidered with the anniversary logo (Arlene could do it), ie Hay bag, cria coat

Carole suggested putting a special 25<sup>th</sup> Anniversary gift in all the show bags, something like Hay string cutters or chip clips that Arlene could have imprinted with a silver logo.

Arlene will do the show bag logos again this year.

Alan C. Clarke Lifetime Achievement Award recipient - All agreed on who it will be (to be kept confidential until the show). **Arlene made a motion to give this person the award, Barb Seconded, Unanimous – Motion Carried.**

Nicole pointed out that the award isn't listed on our website and it should be!

Carole will be getting all the show information to Scott so the Show Registration site will be ready when we open on 2/14. Registration will close 4/10.

**Motion to adjourn at 8:47 pm by Arlene, Second by Nicole.**

**Next Zoom Meeting scheduled for Tuesday 2/8/22 at 7:00 pm**

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