

Mid-Atlantic Alpaca Association – Board Meeting Minutes

October 11, 2022

Meeting via Zoom - called to order at 7:08 PM

Attendees: Carole Rost, Barb Sodums, Mary Reed, Bill Oraschin, Nicole Phillips

Approval of Minutes: 9/20/22 Minutes – **Motion to approve by Nicole, Second by Mary, Unanimous – Motion Carried**

Treasurer's Report – Nicole reviewed the report details (emailed).

Atlantic Union Bank: Current Balance = \$61,308.61

PayPal: Current Balance = \$2,661.14 (Monthly Fee = \$30)

MAPACA Total Current Balance = \$63,969.75

Motion to approve by Barb, second by Bill, Unanimous – Motion Carried

Show 2023 Update:

Carole reported: Judges – Currently have Nick Harrington and Jacob Hart if he gets his judging certification, both for halter, and Arturo WF and Laurel for Youth.

Pen Panels – Carole spoke with Jeff. He will be talking with PAOBA about another plan and wants to have us wait to finalize our plans. Red Barn's cost is very high so we'll wait and see what Jeff's doing before seeing if they will lower their cost. Mary shared that Jonathan's deal for Showtacular is 300 panels for \$1500 plus transport, etc.

Carole reported that the show is now up on the AOA website as of today.

Carole reported that she updated the show dates on our homepage.

Carole proposed that we continue to offer a \$25 discount for a 2023 membership for people who join before February 1st when we open the show registration.

Nicole suggested we need to clarify that membership runs from January through January regardless of when they renew or sign up. She will work on the membership information wording and give it to Carole. Carole suggested an eblast go out to encourage people to renew, "We are wrapping up our 25th year by again offering a \$25 discount for a 2023 membership if you renew before February 1st". Nicole will make a note to change the dues back to the regular price after February 1st.

Bill made a motion that we offer a \$25 discount for a 2023 membership through February 1st, Second by Nicole, unanimous – Motion Carried.

Bill is still working on getting Jim Nogier to be barn manager.

Carole explained that when we were at the Westminster venue 2 years ago they contracted with us for cleanup. When MaPa was there last year the venue did not want to do that and the show had to find people. She will be clarifying that with the venue, as well as a number of other things, including the food which got messed up last time.

Carole will work on getting a signed contract with the venue asap.

Bill offered to reach out to someone he knows who is nearby (Kevin) about coming out Sunday night to do clean up.

2023 Fall Event Discussion:

Carole shared information about Theresa Jewell's weaving workshop at Heather's Acres, and also AOA's color genetics seminar. Bill also expressed interest in having Theresa do a weaving seminar.

Nicole suggested a seminar weekend with lots of different topics offered, fiber, business and marketing, veterinary, maybe new FDA protocols for purchasing and ordering prescriptions, as well as telehealth. She also reiterated the ideas from the last meeting where we discussed offering more fiber-oriented workshops one day and showing/breeding-oriented workshops the second day so people could plan to come to all or part of the weekend depending on their interests. Barb mentioned Randy's seminars on how to show your alpacas.

Bill suggested we video some of the seminars and put them on our FB or website for educational purposes.

Nicole talked about our FB being an open page, so it could be accessed by anyone regardless of MAPACA membership. Carole suggested we could make it a closed page, which Barb was going to do once Chris R. is no longer the administrator. Bill suggested it could be a live feed on FB, or even a clip from a seminar. Nicole explained that we could use a live feed which would only be accessible for a short time on FB. She also raised questions to consider about how to manage and structure things like this on our platforms to draw members, but also deciding where to draw lines about what we offer and to whom.

Barb reiterated the dates we'd agreed on at the last meeting, September 9-10, 2023, and suggested we announce it soon, without a lot of detail, "Save the Date", using FB, website and an Eblast.

Election of Board members and Officer Elections:

It was determined that the 3-year board member terms are up for Bill, Carole, Arlene and Barb. All 4 members agreed to be appointed for another 3 years as there are no other candidates.

Nicole made a motion to re-elect Arlene, Carole. Barb and Bill to the MAPACA Board of Directors, Second by Mary, Unanimous, Motion carried.

Officer elections:

Barb nominated Carole for Board President, Carole accepted the nomination, second by Nicole, no other nominations were given, motion carried.

Barb nominated Nicole for Treasurer, Nicole accepted the nomination, second by Mary, no other nominations were given, motion carried.

Nicole nominated Barb as Secretary, Barb accepted the nomination, second by Bill, no other nominations given, motion carried.

Nicole nominated Bill for Vice President, Bill accepted the nomination, second by Barb, no other nominations were given, motion carried.

Website discussion:

Nicole pointed out again that our website is a bit dated. She's spoken to Joe at Openherd who told her there are no new options now for affiliate websites. The website is very difficult to manipulate because we can't change the headers, and it is just an incredibly limited platform. She pointed out that we used to have a different face on our website, and she feels it was nicer and more user friendly than our current one. She will email that to everyone for feedback. Going to a new website format was discussed as well as the cost. Mary pointed out that if we don't use Openherd, then farms will not be able to sync with their own websites on Openherd. Nicole shared Joe's perspective that individual farms should be marketing their own animals, and monitoring how many contacts they may have gotten via the MAPACA site. We may want to focus our website on driving education and resources vs. being a marketing tool for members.

Bill pointed out that marketing is one of the few benefits we offer for members.

Finding someone to write a newsletter was discussed.

Next zoom meeting is scheduled for November 15th at 7:00 pm.

Motion to adjourn at 8:16 by Bill, second by Barb, unanimous – motion carried.

Respectfully Submitted by: Barb Sodums, Secretary