

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

***November 15, 2022***

**Meeting via Zoom - called to order at 7:05 PM**

**Attendees:** Carole Rost, Barb Sodums, Mary Reed, Nicole Phillips, Bill Oraschin, Arlene Fusko, Brad Kessler (joined at 7:23)

**Approval of Minutes:** 10/11/22 Minutes – **Motion to approve by Arlene, Second by Bill, Unanimous – Motion Carried**

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

Reimbursement check is going out to Barb for Zoom Account renewal

Paid monthly PayPal fee

Carole received the tax documents from Lori Oraschin and will sign and mail back to her.

Bill will send a copy of E-file to Nicole for treasury files

Atlantic Union Bank: Current Balance = \$60,663.71

PayPal: Current Balance = \$2,631.14 (Monthly Fee = \$30)

MAPACA Total Current Balance = \$63,294.85

**Motion to approve by Barb, second by Arlene, Unanimous – Motion Carried**

**Show 2023 Update:**

Carole reviewed Judges – Still waiting on Jacob Hart’s certification.

Pen Panels – Carole has requested a fee reduction from Red Barn, but hasn’t gotten a direct response. Also, that contract would be for 350 panels which might not be enough. She is also still waiting to hear more from Jeff about other options, but we will need to make a decision before the end of December. Mary clarified that Jonathan is no longer willing to rent her panels and bring them.

Jonathan has given a quote to Empire for panels he is having made.

Barb shared that via DJ, PAOBA may have an option for storing them.

Carole will talk to Red Barn, DJ and Jeff at VAOBA this weekend to try to get some answers, and said she’d like input regarding expending the funds to purchase shared panels (\$20,000).

Mary shared the quote given to Empire from Jonathan for panels he is having made by someone in Ohio: 450 panels (195 pens) for \$48,500, 9 racks for \$7200 (delivery?) for a total of \$55,764.

Nicole asked why we couldn’t have panels made ourselves, and Bill suggested that having them fabricated shouldn’t be that difficult. Bill checked online and found a few places near him that fabricate panels. He will contact them, maybe shoot out some photos of what we need, to see what the cost would be to have them made.

Concerns about transport, storage and set-up were discussed. Nicole asked about Tim McCarty’s prior offer for storage, but due to the distance from his farm it wouldn’t be feasible. Bill suggested we could share the cost of rental for a storage place with the other clubs.

Carole mentioned the possibility of storing them at the Harrisburg venue, possibly with the option for them to use/rent them to help offset the cost.

Barb requested that Carole Email the board with options after she talks to the people at VAOBA and she agreed.

Carole also suggested that she may offer Red Barn a lower per panel rental amount, ie \$10 vs \$15. Barb pointed out that they probably need to rent the panels and may be amiable to negotiating. Nicole suggested that we shouldn't be feeling like we are stuck with whatever they want to charge, unless we have no other options.

(Brad joined the call)

Ribbon ordering was discussed, and due to issues other shows have had, it was suggested that we move our registration deadline up to allow time to make an accurate ribbon order.

Barb suggested we do a couple of E-Blasts before the deadline to remind people.

Carole reported that the Maryland site doesn't restrict us in terms of food, etc., so we can go ahead and start planning for that. They have a building for our banquet which we can use instead of doing it in the arena.

Youth area was discussed including locating them a bit away from exhibitor stalls, but not in the rabbit barn, completely separated like last time.

We need to start advertising the \$25 discount for a 2023 membership for people who join before February 1<sup>st</sup> when we open the show registration. Carole suggested using AOA or Jeff's constant contact for an E-Blast. Everyone agreed that it should go out now, and Carole has last year's Eblast that she can just modify. It was also agreed that we should add a "Save the Date for MAPACA Educational Weekend" for the Fall Seminar to that E-Blast. Nicole can help craft terminology that will keep it from going into Spam or Promotional folders.

Carole and Nicole will work on it and shoot to send on December 1<sup>st</sup>.

Discussed holding the Fall Seminar at Tim McCarty's farm since he has a large arena building and has offered, versus having it at a hotel. Barb pointed out that we would save a lot of money that way, as well as have the option for hands-on seminars with alpacas. Bill shared that people might also be more comfortable with a farm environment.

Carole suggested having a neonatal clinic with Cheryl DeWitt. Tim's arena could accommodate multiple seminars at the same time. Color genetics and a Youth Activity with alpacas were mentioned.

Carole will check the colleges in the area to be sure there aren't other events happening that weekend that could create an issue for hotel availability.

Barb suggested having a special meeting in January to just discuss ideas, etc. for the Fall Seminar. In the meantime we could research how we could use the space at Tim's, more seminar ideas, etc.

Carole mentioned seeing some show price increases, and asked if we want to consider changing our pricing. It was agreed that right now it would be best to leave them as they were (including sponsorship prices) because we are trying to increase membership, PAOBA is on the next weekend, we have a cheaper facility, and we can market the fact that we aren't raising our show prices.

Carole mentioned that someone might want to be "hospitality chairperson".

Carole shared that Jess Armstrong may not be available for barn manager this year due to health issues. Bill shared that Jim N. might not be available either, but might agree to do it if he is "the last resort".

Brad shared some creative ideas for prices. Carole thought we might be able to do "buy X#, get the next one free", and also lowering prices for some Production Classes to encourage more participation. Discussed last year's youth pricing and agreed it was good.

Barb brought up the BOD group email, asking if Brad's email and Nicole's personal email can be added to it. Carole will call Jan at Openherd to have that done.

Nicole asked Carole if we can have Chris R. taken off as an administrator of our FB page, since we'd still like to make that page private and administrators will need to approve posts after that. She will talk to Chris and ask him to remove himself, and Barb will then make the page private.

Arlene and Bill shared that they are unable to click the link from the Zoom Invitation Barb is sending out for our meetings. Barb suggested that it might be due to the server she sends from. Since Arlene can click it when Carole forwards it to her, Carole agreed to just forward it to everyone once she gets it, and hopefully we will all have it.

**Next zoom meeting is scheduled for December 13<sup>th</sup> at 7:00 pm.**

**Motion to adjourn at 8:17 by Arlene, second by Arlene, unanimous – motion carried.**

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