

Mid-Atlantic Alpaca Association – Board Meeting Minutes

November 16, 2021

Meeting via Zoom – Meeting called to order at 7:09 PM

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

Approval of Minutes: 8/24/21 Meeting Notes (Recording of Zoom Meeting lost) – **Motion to approve by Bill, Second by Arlene, Unanimous – Motion Carried**

Treasurer's Report: Bill and Nicole reported on the transition of the Treasurer duties from Jeff to Nicole. Bill and Nicole will be meeting in early December at Citizen's Bank, with Jeff via telephone, to complete the transfer of account signatory to Nicole. Bill is handling some of the banking duties (payments, etc.) in the meantime since he is a past treasurer and still is a signatory on the account. Bill explained that he is handwriting the organization's information needed for the Corporation update, and Nicole will be able to transfer the information into QuickBooks once she takes over. (No formal accounting Report tonight)

2022 Jubilee discussion: Carole reviewed the Farm Show facility information from the visit to the venue. Beautiful new floors, great for the alpacas, new lighting and A/C in the new Hall, and plenty of room. We have the use of both halls if we need them. Possibly can use one area with a separate ring for the Youth at a reduced price, and maybe could also have food & banquet tables, etc. in that area.

Carole has talked to Scott about procuring our judges. He has a commitment from Amanda (no contract yet) and Helen for Halter. Dave Barboza is not available for youth. Carole has spoken to Wade who has agreed to come for youth and will possibly also do Suris on Friday for the Gala.

Carole - Going forward, AOA has approved the use of non-Halter judges to judge the youth program. People can be certified to just judge youth.

Carole will contact Scott and ask him to send in the application for our show certification so we can have it added to the AOA show calendar.

Discussed how the show will run. It was agreed that running one show at a time, flip-flopping the judges (male/female) for each show makes the most sense and will be less stressful for exhibitors. Nicole noted that for newer exhibitors that will be a big help. Gala and Walking Fleece will run on Friday into Saturday morning and then the Jubilee will begin and run into Sunday. To help with moving the Gala along, Wade could possibly do Suris and Production on Friday for the Gala, maybe in an additional ring. Each day would run like a single show. Walking Fleece can easily run into Saturday also so we could accept as many entries as the judge can handle.

Everyone agreed that this sounded like a good plan.

Bill suggested that the Walking Fleece judge needs to give complete and helpful feedback, and

sometimes that hasn't happened. Carole noted that we can give that feedback to whoever judges Walking Fleece. Mary suggested the option of having Wade do Walking Fleece since he is very thorough and personable, and having Stephanie do the Youth, which she is great at. Everyone agreed that this would be a good option.

Carole will talk to Scott about making this happen. It was also agreed that overall, Scott should be contacting and procuring the judges, rather than the BOD.

Carole acknowledged Bill's role in moving all the carpet out of the rental facility, onto a trailer and then into a dumpster, all on his own! Thanks to Bill for his hard work!

25th Anniversary Discount:

Carole would like to do a "25th Anniversary Membership Discount", making our annual membership fee \$75 for Renewals or new membership. We could put out a special "Anniversary" Eblast about it that also highlights the member discounts for the show if they join MAPACA, hopefully drawing in new members. Carole offered to make up the Eblast and we can agree to use the AOA mailing list.

Mary suggested a deadline, and it was agreed that we would put the Eblast out at the beginning of December and have the discount end January 31st before our Earlybird Sweetheart Special start date of February 14th. Memberships will be listed before we open show registration. Carole suggested sending flyers with whoever goes down to the NC show.

Nicole brought up the need for new member outreach. Carole suggested we can use Jeff's database of farms as well as AOA's for our Eblast. Mary shared that new breeders to her show learned about it from existing farms, often clients, and also how important it is to offer Small Breeder classes. She can share her show database which is through PacaBlast.

Carole shared that Alma G. is thinking about what we can do for Silver Anniversary Sponsor gifts, or maybe even something to give all the exhibitors.

Ribbon acquisition was discussed, including possible vendors other than Steinman, which is who Chris Armstrong has always used. Chris isn't available this year so we need to make a plan for ordering and designate a board member to coordinate it all (possibly Mary). Mary shared that Empire went to a company in Canada and that they had them way before the show. Carole will ask Jeff what the cost was and how it worked out, and especially how much shipping cost.

Mary pointed out that we probably would want to stay with Steinman or the new ribbons won't look the same as the ones we have in inventory. Steinman requires that orders be in at one month out from the show, which means we need to be able to do an update. It's important that we talk to them and be sure we can do a final update at 2 weeks out.

Carole shared that we will need to find a Barn Manager, and that Jess A. is not going to be doing it going forward. Discussed a couple of people we could reach out to.

Chris A. will still be working on the Website. Carole will be working with her on updating it next week.

Nicole asked about the possibility of using another platform other than Openherd for the MAPACA website. Bill's experience is that their recent changes have made Openherd less user-friendly. Barb pointed out that with the Openherd platform, farms have the ability to Sync all their information directly to their Affiliate's website.

Carole called on Nicole to lend her Tech abilities by getting on a call with Chris A. so she can learn how to work with our website and she agreed.

Election of Officers:

Barb nominated Carole for President, Arlene Seconded, Unanimous, Motion carried.
Carole nominated Bill for Vice President, Arlene Seconded, Unanimous, Motion carried.
Barb nominated Nicole for Treasurer, Arlene Seconded, Unanimous, Motion carried.
Carole nominated Barb for Secretary, Bill Seconded, Unanimous, Motion carried.

Bill mentioned the need for finding a 7th Board member, preferably from a geographic area different than the current members, and also the need for more younger, newer breeders like Nicole to bring fresh ideas and skills to the table. He applauded Nicole for her willingness to step up and join the MAPACA BOD.

Other Business – Promoting the show for public:

Bill talked about the difficulty getting public into the Farm Show venue, partly due to parking cost, which is \$12/car. Carole shared that Morgan (farm show complex liason) thought there might be a way to work around it due to our agricultural status. Nicole suggested that spinning it as a free event with just a parking fee could be helpful for recruiting public.

Carole suggested we work with the AOA media person and Bill agreed to do that.

Mary suggested we need to promote at a prior Farm Show event. Bill has a presence with PAOBA at the PA State Farm Show in January and can take Flyers to pass out. Posting flyers in the bathrooms was suggested, but we need to find out the cost to do that.

Mary also suggested:

- do a Press Release a month out, sharing it with local media and the Chamber of Commerce.
- Have a Facebook page for the Show/Event, promoting the event, and a targeted boost a couple of weeks out (cost is involved), which might be able to offer a coupon for people who click through to get a break on parking.
- Post on any community calendars

Nicole addressed the need for an Instagram page also explaining that local influencers can be paid a nominal amount that will put your event on their story, keeping it up through the event, reaching lots more people. This exposure could also really help the vendors at the show.

Barb agreed to research and post our show on the free event calendars/websites in the Harrisburg area.

Nicole agreed to take on creating an Instagram account to promote the show. She will be reaching out to the rest of us for input as well.

Barb offered to post and try to get more activity on the MAPACA Facebook page, and will welcome any input from board members.

Bill asked Barb to email a list of the officers elected tonight for the MAPACA corporate listing.

Next Zoom Meeting scheduled for Tuesday 12/21 at 7:00 pm

Motion by Arlene to Adjourn at 8:35, Nicole seconded, motion carried.

Respectfully Submitted by: Barb Sodums, Secretary