

Mid-Atlantic Alpaca Association – Board Meeting Minutes

February 9, 2022

Meeting via Zoom – Meeting called to order at 7:04 PM

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

Approval of Minutes: 1/18/22 Meeting Minutes – **Motion to approve by Arlene, Second by Mary, Unanimous – Motion Carried**

Treasurer’s Report – Nicole: Reviewed checks sent out; McAfee was renewed. Jonathan amended his contract to reflect the \$6000 down payment. **Motion to approve by Arlene, Second by Barb, Unanimous – Motion Carried**

Old Business:

Carole reported that she and Chris A. have been updating the website and all the pages are ready for registration to open on the 14th. She requested that we take a look at the website and show schedule, which will be adjusted as we go along.

Carole explained that there is a option for farms to only attend the Jubilee, arriving on Friday instead of Thursday.

Nicole asked where emails go that are sent via the website to Jubilee@mapaca.org. Carole will follow up with Jeff to see who gets them and will change or remove if necessary.

The show host hotel is Best Western. There is a block for show staff and judges and a separate block for exhibitors. The rate is \$105. Carole proposed that extra night room cost be covered for board members coming in early for set up. A block at the Staybridge is also available for \$145.

Hired help –Agreed we will need to hire at least 2 people from the mission, at least for set up days. Bill will call Jim and Jess to make a plan.

Nicole suggested that she could possibly do a time-lapse recording of the venue on set-up day from start to finish to post on social media so people can see what goes into setting up the show.

Volunteers - Chris A. will be touching base with some of the people who have worked in the past for us as Ring stewards & color checkers to see if they’d be available again this year. Arturo’s son may come to ring steward with him. Carole will check with Carol Howard about color checking. Carole asked that we check in with anyone else we think might be available for those jobs. There is a volunteer information page on the website as well.

Auction: Carole has talked to Brenda Breedlove about being in charge of the auction. Barb had also been working on it, so it was decided that Carole will let Brenda know she should contact

Barb about the auction items she's been working on getting. Nicole suggested that we should have a board member in charge of it.

Carole asked Bill about getting a golf cart. This will be revisited later.

Bill is trying to get a large hay rack donated for the auction from a company he works with.

Bill & Jim will purchase and bring the pellets for stalls.

Bill will check with Rich at Overhome about offering straw for exhibitors to purchase at the show.

Eblasts – They have been going into spam and promo folders because we are sending an attachment, so it gets flagged as spam. Nicole is working with Dee at AOA on how to adjust our Eblasts so this doesn't happen. She explained that we need to watch the subject line wording of it; suggested something like "Registration Invitation for MAPACA Jubilee" instead of words like "deadline" etc. She is also talking with Cindy Morrow about other media coverage we can do, and will coordinate with Bill and his past experience as well. To be revisited at our next meeting.

Nicole mentioned that our event is still not on the Farm Show website. Carole will be sure to address this when the board members have the site visit, scheduled for 2/22. She also clarified that the venue has no obligation to advertise our event.

Reviewed the edited Eblast that Nicole will be sending out. Will change wording from "new venue" to "newly remodeled venue". Youth competition and Small Breeder classes will be mentioned as well.

Nicole will send out the Eblast through AOA, and Carole will also be sending out the flyer announcement through Jeff on his Constant Contact email list.

Nicole suggested we use Alma's artwork in social media, and she will work on that.

Carole has made copies of the Valentine's Day registration announcement to pass out at the North Carolina show.

Barb and Nicole reported on their phone meeting to discuss how to handle our FaceBook page moving forward. Nicole pointed out that we want the FB page and Instagram to have a consistent message, which might be better accomplished with 1 or 2 admins, as well as changing it to a private page that needs admin approval for posts from outside sources. The goal as an organization should be to grow our social media in a systematic, targeted way. It was agreed that 2 admins is appropriate, Barb being the one who's actually creating most of the posts and monitoring incoming posts, and Carole because she is the president of the board. Chris R. should probably come off since he isn't involved very much anymore. Carole will let him know that we've decided to only have board members as FB administrators. Barb also

asked her to encourage him to be involved and post about the Fiber Arts section of the show if he would like to.

Carole suggested inviting Theresa from Stoney Meadows to set up her looms and run her weekend classes in exchange for her space.

Arlene reported on the order of MAPACA Silver Anniversary bag gifts for the exhibitors. We're getting black hay bale cutters, which she was able to get a very good sale price on and which are excellent quality. She will do the logo in silver. We are also getting silver show bags, and Arlene will do our Anniversary MAPACA logo in red. Carole explained that the bag sponsors can be vendors or farms this year as well, and we can have up to 4 sponsors.

Carole suggested possibly decorating the venue with Silver anniversary balloons.

Barb asked about having Alma make Silver Anniversary wine bottle hangers as Sponsor Gifts, and offered to ask sponsors what type of wine or non-alcohol alternative they would like. Carole explained that Alma will be coming up with some of her own ideas and we can discuss this at the next meeting.

Nicole will look to see if she has the 2019 expenses from General Expo, and if we can figure out how much we spent on pipe and drape. Following that a decision will be made regarding the use of pipe & drape vs. Jonathan's panels for the rings.

Carole mentioned that Jess A. will be attending the walk-through at the Farm Show complex to help us with our planning.

It was agreed that we don't need to move forward with researching the additional officers' Insurance that was discussed at the last meeting.

On Tuesday 2/22 members who can attend will meet-up at the Farm Show at 11:00 AM. Carole explained that they'll be meeting with all the Farm Show staff.

New Business:

Carole brought up the idea of a Fall Fleece Show. She also shared a suggestion that we consider merging our show with PAOBA in the future due to concerns about too many back to back shows.

Motion to adjourn at 8:56 pm by Barb, Second by Arlene. Motion carried.

Next Zoom Meeting scheduled for Tuesday 3/1/22 at 7:00 pm

Respectfully Submitted by: Barb Sodums, Secretary