

Mid-Atlantic Alpaca Association – Board Meeting Minutes

March 1, 2022

Meeting via Zoom – Meeting called to order at 7:03 PM

Attendees: Carole Rost, Barb Sodums, Nicole Phillips, Arlene Fusko, Mary Reed, Bill Oraschin, Jim Nogier (left meeting at 8:30)

Approval of Minutes: 2/9/22 Meeting Minutes – **Motion to approve by Arlene, Second by Bill, Unanimous – Motion Carried**

Treasurer’s Report – Nicole: Members received Treasurer’s accounting and there were no questions. Nicole reported that PayPal is holding back funds over \$14,100 for 21 days, but it was agreed that this should not be a problem. **Motion to approve by Barb, Second by Arlene, Unanimous – Motion Carried**

Jubilee Business:

Carole reported on the site visit and referenced the visit report that Nicole had put together and sent out to the board.

NW Hall is very nice, has A/C, good area for unloading, and can fit all stalls and rings. Lights, however are dimmer than in the North Hall. North Hall does not have A/C or easy access for unloading. All agreed that the A/C and accessibility were a priority for the show rings and stalls.

Review of floor plans that Jim sent out. Carole noted a few minor changes that we need to tweek.

Facility expressed to Carole that they should have adequate internet for our needs.

Bill reported on hay and straw from Overhome. Carole was sent the information for FB and the website. They will provide it at \$11 for hay and \$6 for straw. All ordering will go directly through Overhome. They will need a copy of the stall map for delivery as well as an exhibitor email list so they can send out the information to everybody.

Facility requires we have an EMS on site at all times, which we will have to include in our budget. They can provide a list of companies who can provide this as well as security guards for the nights. Discussed the need for hiring night security.

Signage will be done by QuickSign again this year. Carole explained that there will be outside signs for Unloading, etc., and that the facility has people who will direct traffic for us. Many signs are still fine and stored in the trailer.

Carole mentioned that we will need to rent a flatbed golfcart for set-up.

Parking lot has a close area that can be assigned for sponsor parking. Lots of parking is available for everybody else.

Carole has talked with Peruvian Link about sponsoring the Meet & Greet and also a Bag Sponsorship for a slight discount. It is their 25th anniversary as well and we will promote that on the bags and on announcements.

There is a new caterer at the facility. Carole is waiting for the menus and pricing.

Jim asked about using Pipe and Drape around the rings. Carole explained that we will be using panels instead and Jim noted the # we will need as possibly being between 500 - 600. Nicole reported that we have 700 panels in our contract so we should have more than enough.

Carole expressed the need for Pipe & Drape for separating the Vendors in the hallway.

Tables - The expo company has skirted tables, but we have the tablecloths we purchased last year to use. We may not need to rent as many tables from them.

We will need a steamer for the ribbons and possibly the tablecloths (Christine used to bring hers but she won't be there).

Jim questioned the shearer location, pointing out that having them in the North Hall will be too noisy and disruptive for the vendors. This will need to be figured out.

Barb asked if Christine is going to add the Alan C. Clarke Award to the website, and Carole said she is planning to do that.

Barb reported that she is posting information on our FB page as well as the Alpaca Show site. There was discussion about how Sponsors can be added to Barb's list as they sign up, and Carole will need to let her know for each new Sponsor. Barb will post "Thank You's" on our page.

Carole verified that the show vet will be compensated with a Ruby sponsorship.

Nicole will reach out to Jan at Openherd to see how we can have some kind of link from the member list and renewing members to the website. Until now the member list had to be generated by hand. She will also find out if we have a "MAPACA" page that can be accessed by searching on Openherd, because right now there doesn't seem to be one.

Nicole reported that Instagram is up and running with not a lot of followers yet, but Nicole is posting. Eblasts are being distributed by AOA and Autumn Mist's email list by Jeff and Leslie as well

Nicole has been speaking with the PR person at AOA, Cindy, and we were sent the Press Release she put together. That will be sent out to the press audience and for print, and possibly radio, within a 50 mile radius of Harrisburg. Bill suggested that we should wait until 1 ½ weeks before the show to reach out to TV stations for advertising and possibly coming to the show, or it will get put on the back burner and forgotten about. Nicole will discuss this with Cindy at AOA.

Carole asked for confirmation for board member hotel nights. The host hotel ended up not having another block available for attendees, but she was able to get a block at their sister hotel which is a Hampton right down the road. Everyone agreed that extra nights before and after the show for working will be paid for by MAPACA (will reimburse after the show).

Carole, Arlene, Bill and Jim and possibly Barb will be there on Tuesday.

Carole asked for a coordinator for the Silent Auction and Nicole agreed to do it with guidance and help from Barb and Carole. Reminder emails can be sent out to exhibitors for donations and Nicole and Barb will put it up on Facebook and Instagram as well.

Arlene and Barb will help get the Ribbons out onto the ring tables, and will steam them if needed.

We will talk to Wade about doing a seminar on check in day and Stephanie about doing something with the youth late afternoon on Friday. Barb suggested we ask Amanda as well if she has time.

Barb ran down all the items and Herdsire donations for the Auction that she and Randy Strong have gotten so far. Carole will get items from the vendors. Mary mentioned special donations by Anthony of his mother's hats and possibly a vest.

Everyone agreed to give the Coffee Sponsor an extra stall with her sponsorship.

Arlene reported that the bag gifts (hay bale cutters) are coming along and looking good, and asked what we want to give to the volunteers to wear. Agreed that t-shirts or fleece vests would be best.

Carole described the sponsor gift that Alma is creating for us.

Discussed special decorating for the rings for the Silver Anniversary.

Bill and Arlene will work together to set up the Fiber Arts area.

Carole suggested that we need to get the member list up to date so it can be printed in the Show Book.

Barb suggested we put an obvious link to the Show information pages on the home page of MAPACA.org (currently only in the drop down for Jubilee). Carole will have Christine do that.

Carole and Nicole will be working with Christine later this week on the show budget sheets.

Registrations, dinner, and sponsorship numbers were reviewed and are looking good.

Motion to adjourn at 8:51 pm by Arlene, Second by Mary. Motion carried.

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

Respectfully Submitted by: Barb Sodums, Secretary