

## Board of Directors Meeting Minutes

Thursday, June 29, 2017 – 11:00 am

Farm Show Complex, Harrisburg, PA

Members present:

Chris Reachard, Pres.

Carole Rost, V.P.

Bill Oraschin, Treas.

Susanne Bienenstock, Sec.

Arlene Fusko

Bryan Mindte

Hope Bittner

Others present:

Chris Armstrong

Jess Armstrong

The MAPACA Board of Directors meeting was called to order at 11:38 am.

### Meeting Minutes

Minutes for the 4/11/2017 board meeting were presented for approval. A motion was made to accept them by Arlene Fusko, Bryan Mindte seconded. A vote was taken and the motion carried.

Minutes for the 5/2/2017 board meeting were presented for approval. A motion was made to accept them by Bill Oraschin, Hope Bittner seconded. A vote was taken and the motion carried unanimously.

### MAPACA Jubilee Show

The meeting began with a discussion on how to raise revenue and decrease costs for the Jubilee while maximizing the show experience for exhibitors and the resulting profit for the MAPACA organization.

Subjects discussed were as follow:

- ☐ Maximize Sponsorships by increasing benefits to potential farms.
- ☐ Utilize the AOA public relations person.
- ☐ Look for ways to offset cost of youth portion of the show.
- ☐ Work on tightening costs for showbook magazine .
- ☐ Eliminate Pen Sale.

- ☒ Ensure that seminar presenters are at no cost.
- ☒ Expand the Saturday night auction items and make them more creative while keeping the event dynamic and entertaining by having Brett Kayson continue as auctioneer.
- ☒ Examine show discount levels for stall space and halter classes.
- ☒ Tighten up the Small Breeder show definitions.
- ☒ Research moving the Fleece Show to the Fall.
- ☒ Reorganize the schedule of the Small Breeder Show (check in Thursday, show Friday) and Regular Jubilee (check in Friday, show Saturday and Sunday) for time and cost savings.
- ☒ Study a reduced MAPACA organization membership fee in order to encourage new member enrollment in order to take advantage of Jubilee discounts.

#### Jubilee 2018 Schedule

The board discussed running the Small Breeder Jubilee and Walking Fleece on Friday, April 18, 2018 (Check in Thursday, April 17, 2018) and holding the Regular Jubilee and Youth Performance on Saturday, April 19, 2018 and Sunday, April 20, 2018 (Check in Friday, April 18, 2018).

Bryan Mindte made a motion to hold the Small Breeder Jubilee on Friday, April 18, 2018 with check in on Thursday, April 17, 2018 and the Regular Jubilee and Youth Performance on Saturday, April 19, 2018 and Sunday, April 20, 2018 (Check in Friday, April 18, 2018). Arlene Fusko seconded the motion. A vote was taken and the motion passed unanimously.

#### 2018 Jubilee Fleece Show

The board discussed moving the fleece show to the fall in order to separate it from the Jubilee and allow for cycling in fleeces at the beginning of the show season following shearing.

Susanne Bienenstock made a motion to eliminate the fleece show from the regular Jubilee in 2018 and move it to a fall date. Hope Bittner seconded the motion and it was approved unanimously following the vote.

#### Judging

The board discussed judging options for the Small Breeder show, the Jubilee show and the performance classes. It was decided to invite the following judges for 2018.

Stephanie Glyptis – Small Breeder Suri (males & females), Small Breeder Huacaya and Performance

Jude Anderson – Small Breeder Huacaya and Jubilee Suri

Amanda VandenBosch – Jubilee Female (Saturday/Sunday)

Helen Testa – Jubilee Male (Saturday/Sunday)

Glen Finbow – Walking Fleece

Early Bird Registration Dates

Discussion regarding the Early Bird registration surrounded opening it earlier in order to give people an additional weekend to sign up. The date suggested to open registration was February 9th with closing Friday, February 23rd at midnight. This leaves two full weekends for exhibitor sign up.

Discount Show Price Structure

Early Bird Price (Ends 2/23/18) Post Early Bird

Non-Member Stall Rate \$220 \$245

Member Stall Rate \$195 \$245

Halter Class Fee (All Shows) \$ 55 \$ 55

Walking Fleece \$ 45 \$ 45

Performance Handler Fee \$ 25 \$ 25

Companion Animal Fee \$25 \$ 25

MAPACA Membership (2018) \$ 50 TBD

A motion was made by Arlene Fusko to accept the changes as outlined above to the Early Bird discount structure for the 2018 Small Breeder Show, Walking Fleece Show, Jubilee Show and Performance classes. The motion was seconded by Carole Rost. The motion was approved unanimously.

Jubilee 2018 Sponsor Structure

The following sponsorship categories and benefits were discussed by the board:

Youth Sponsorship: \$2,500 (Quantity: 1)

1. Show ring named for Sponsor's Company.
2. Company banner in ring.
3. Full page ad in show magazine.
4. Logo on MAPACA website and signage.
5. Information table placed near ring.
6. Bag Drop

7. Sponsor name announced during show.

Vendor Sponsorship: \$1,500 (Quantity: 4)

1. Vendor logo printed on show bag.
2. One complimentary vendor space.
3. Quarter page ad in show magazine.
4. Logo on MAPACA website and signage.
5. Two dinner tickets.
6. Bag Drop

Emerald Sponsorship: \$2500/Early Bird \$2,250 (Quantity 6)

1. Complimentary "Double" End Cap Stall Display.
2. On Trailer Vet Check.
3. In Stall Color Check.
4. Full page ad in show magazine.
5. Reserved-preferred trailer parking spot.
6. Preferred stalling position.
7. Two Saturday night auction dinner tickets with reserved seating.
8. Two tickets for Saturday lunch.
9. Six drink tickets.
10. Banner in show ring.
11. Logo on MAPACA website and signage.
12. Bag drop
13. Sponsor name announced during show.

Dinner Sponsorship: \$2,000/Early Bird \$1,800 (Quantity 2)

1. Complimentary "Single" End Cap Stall Display.
2. Two Dinner tickets for reserved Auction Dinner table with your farm name Table Tent.
3. On Trailer Vet Check
4. In Stall Color Check.
5. Full page ad in show magazine.
6. Reserved-preferred trailer parking spot.

7. Preferred stalling position after Emerald Sponsors.

8. Four drink tickets.

9. Banner in show ring.

10. Logo on MAPACA website and signage.

11. Bag Drop

12. Sponsor name announced during show.

Ruby Sponsorship: \$1,800/Early Bird \$1,500 (Quantity 14)

1. Complimentary "Single" End Cap Stall Display.

2. On Trailer Vet Check

3. In Stall Color Check.

4. Full page ad in show magazine.

5. Reserved-preferred trailer parking spot.

6. Preferred stalling position after Emerald Sponsors.

7. Two Saturday night auction dinner tickets with reserved seating.

8. Two drink tickets.

9. Banner in show ring.

10. Logo on MAPACA website and signage.

11. Bag Drop

12. Sponsor name announced during show.

Sapphire Sponsorship: \$1,250/Early Bird \$1,000 (Quantity 10)

1. Complimentary "Single" End Cap Stall Display.

2. On Trailer Vet Check

3. In Stall Color Check.

4. Half page ad in show magazine.

5. Reserved-preferred trailer parking spot.

6. Preferred stalling position after Ruby Sponsors.

7. Two Saturday night auction dinner tickets with reserved seating.

8. Two drink tickets.

9. Banner in show ring.

10. Logo on MAPACA website and signage.

11. Bag Drop

12. Sponsor name announced during show.

Small Breeder Sponsorship: \$650/Early Bird \$500

1. One complimentary show stall.

2. In Stall Color Check.

3. One Saturday night auction dinner ticket.

4. Two drink tickets.

5. Banner in Small Breeder show ring.

6. Logo on MAPACA website.

7. Bag Drop

8. Sponsor name announced during show.

Walking Fleece Sponsorship: \$500/Early Bird \$350

1. One Walking Fleece show entry.

2. Preferred stalling.

3. One Saturday night auction dinner ticket.

4. Two drink tickets.

5. Banner in show ring.

6. Logo on MAPACA website.

7. Bag Drop

8. Sponsor name announced during show.

As of the time of this meeting the following sponsorships had been promised or used as donations for

2018: PAOBA – Ruby Sponsorship, Empire – Emerald Sponsorship, VAOBA – Sapphire Sponsorship,

MAPACA Emerald Sponsorship – bought by Little Creek Farm at 2017 auction.

Bill Oraschin made a motion to move forward and accept the above sponsorship changes as decided and read during the meeting. Arlene Fusko seconded the motion. Motion passed unanimously.

Adjournment

Bryan Mindte made a motion to close the meeting at 5:08 pm. Arlene Fusko seconded. Motion carried and meeting adjourned.

Meeting notes submitted by,  
Susanne Bienenstock, Secretary