

MAPACA Board Retreat Meeting January 10, 2015

In attendance: Dr. Bert, Miss Bittner, Mr. Reachard, Miss Rost, Mr. Oraschin and Miss Lovelidge.

Absent: Mr. Smoker and Miss Kremer.

Approval of meeting minutes from 12/17/2014

Motion to approve minutes made by Mr. Oraschin Second by Miss Rost. All in favor and the motion past.

Reconstitution of the Board:

Dr. Bert stated current Board Members are Dr. Bert, Miss Bittner, Mr. Reachard, Mr. Smoker, Miss Rost, Mr. Oraschin and Miss Kremer.

Dr. Bert stated that this Boards term has ended and we now have a new Board.

Dr. Bert welcomed Kandy Lovelidge to the new Board. Dr. Bert presented the Board with Miss Kremer's resignation letter.

Dr. Bert was presented with and issue of missing checks from the 2014 Jubilee. This is under investigation. The checks in question have not been deposited or cashed at this time. Miss Bittner stated that Mr. Smoker's assistant Melisa will be shipping all the Treasurer's information, reports, books, checks and lap top to her.

Dr. Bert suggested to the Board that we hire Leap and Associates to handle the bookkeeping for MAPACA.

Dr. Bert made a list of all Treasurers duties so the transition can be a smooth transaction.

New Officer Elections:

President.

A nomination for President was made by Miss Bittner nominating Dr. Bert. Dr. Bert accepted the nomination and a second was made by Miss Rost.

All in favor and Dr. Bert was elected President.

Vice President

A nomination for Vice President was made by Miss Rost nominating Miss Bittner as Vice President. Miss Bittner accepted the nomination

Second was made by Mr. Oraschin

All in favor and Miss Bittner was elected Vice President.

Treasure

Dr. Bert stated that the Treasurers position will remain open at this time with the President and Vice President taking on the responsibilities of the Treasurer until a Treasurer is elected. Dr. Bert and Hope will be sharing these responsibilities with the rest of the Board.

Secretary

A nomination was made by Miss Rost nominating Mr. Reachard as Secretary. Mr. Reachard accepted the nomination.

Second was made by Dr. Bert

All in favor and Mr. Reachard was elected Secretary.

Guest to the meeting Sally Richardson

Social media.

Miss Richardson presented the Board with her ideas on how to market and present MAPACA through social media. Areas discussed were Facebook, twitter, you tube and several local online venues. Miss Richardson mentioned the ability to reach groups such as knitters, crocheters, weaver, fiber arts and many other cottage industry and commercial industry groups. After some more discussion on social media Miss Richardson left the meeting.

Dr. Bert will ask Miss Richardson for a 3 to 6 month proposal once received the Board will discuss and then move forward with the proposal.

Dr. Bert welcomed Chris and Jess Armstrong event managers to the meeting.

Dr. Bert presented to the Board that Mary Altmanshofer will work on the MAPACA website to get it updated and to improve

the website. Cost to MAPACA would be a top sponsorship for the 2015 Jubilee. Mary would maintain the website with the direction of the Board for 1 year.

Miss Rost made a motion to have Mary Altmanshofer work on the website for 1 year with Mary receiving 1 top sponsorship at the 2015 Jubilee. Second by Miss Lovelidge
All in favor and the motion passed.

Jubilee Update

Dr. Bert mentioned that he is interviewing speakers from Penn State Ag Department to present seminars at the 2015 Jubilee.

Important dates Fleece show Mr. Reachard stated that April 15th is the cutoff date for mail and the fleeces must be in Cindy Vars hands by the 21st.

Spin off is open now and closes on February 14th.

Top honors sponsorships are \$250.00. The ¼ page ad has been dropped to a business size ad.

Mr. Reachard suggested having all the Sponsors announced every morning before the Judges start Judging, during the lunch break and at the close of judging for the day throughout the weekend.

Emerald sponsorships in 2014 we offer ten at the price of \$2500.00. We had 5 purchased.

Ruby sponsorship is \$1500.00 with 15 available for purchase.

Auction sponsorship is \$750.00 with only 1 being sold in 2014.

Miss Rost suggested that MAPACA offer a \$1,000.00 sponsorship. This level would be a sapphire sponsorship.

Chris Armstrong suggested making the auction sponsorships sapphire sponsorships.

Miss Lovelidge presented the Board with the sponsorships being offered at the CABO and Southern Select shows for comparison to MAPACA's sponsorships.

Miss Bittner suggested having the price for the sapphire lowered to \$850.00 with unlimited number available.

Dr. Bert suggested lowering the Ruby sponsorship down to \$1250.00

Miss Bittner suggested that for 2015 we offer 8 Emerald sponsorships, 14 Ruby and unlimited Sapphire.

Sapphire sponsorship would get 1 free stall, ¼ page ad, 4 drink tickets, sponsorship name badge, sponsor stall ribbon and logo on the website. Chris Armstrong suggested adding a bag drop item to all sponsorship levels.

Chris Armstrong stated that Marty McGee Benet would be returning for the 2015 Jubilee. Marty will do a 1 day seminar on Thursday April 23rd cost per participant is \$170.00.

Chris Armstrong asked who would be the point of interest person for sponsors. Dr. Bert will be the point of interest person for the sponsors.

Jess Armstrong asked if he should shop around for panel contracts. Dr. Bert asked that Jess get the bids for the panel contract and to report them back to the Board.

Sod will be used in the show rings. Jess Armstrong will get cost for sod and also cost for carpet for comparison for the Board.

Chris Armstrong suggested having a large scale map of the show venue on display. This map can be used to show where the color champions are stalled. Where all sponsors are located and the map can have the sponsor logos printed on the map. This map could be called the Who's Who Map...

Jubilee fees for 2015

Stall fees 165.00 from 12:00 pm February 13th to 11:59 pm February 15th. This would be called the Sweetheart Deal.

Miss Bittner feels have a narrow lower stall period is not a good idea and the lower price should be in place for members throughout the entire registration period.

Chris Armstrong suggested raising halter fees by \$2.00 this would on average bring in an additional \$1800.00 revenue.

Stall fees would be Sweetheart deal Members \$165.00 Non Members \$185.00. After Sweetheart deal stalls would be \$185.00 members and \$225.00 for non members.

Volunteer Managers

Chris Armstrong mentioned that she has a couple who volunteered at the 2014 jubilee interested in managing the volunteers at the 2015 Jubilee. The volunteer managers will manage the volunteers and make sure they are in place where they are needed. Chris Armstrong will contact and compile the list and schedule for all volunteers and the volunteer managers will follow Chris' schedule.

Vendors

Chris Armstrong asked who would be handling the Vendors and Vendor village. Miss Rost will be the vendor coordinator. Chris Armstrong will send Miss Rost a list of past vendors so she can start soliciting for vendors.

Arrival of Board to the Jubilee

All Board members will arrive on Wednesday April 22nd. Board members will report to the Farm show complex to help with show set up.

Dr. Bert suggested having a local high school band on hand to help exhibitors on check in day. This could be a great fundraiser for the High school band. Jess Armstrong also mentioned that the mission guys could also be there on check in day to help.

Dr. Bert asked if we have ever asked New Bolton vets about putting up a display at the Jubilee where people would know where to go to locate the vet on premises.

Dr. Bert would like to add to the opening of the show on Friday morning. Suggestions were wonder warriors. Miss Rost suggested having the local weather person or News caster Mr. Reachard suggested having a local radio station there airing live

Speakers

Dr. Bert suggested having the Conservation Center come and speak. This would not be the DEP. Also seminar of waste management. Dr. Bert asked the other Board members to send him some other suggestions for speakers and seminars.

Food

Chris Armstrong asked who would be coordinating the catering for the Jubilee. Mr. Reachard will work with the catering service with Dr. Bert's approval to create the menu for all events

requiring food. Chris Armstrong will send Mr. Reachard the food service menu list.

Herd sire Auction

The Herd sire auction will be held Sunday am with a continental breakfast being served. Miss Lovelidge will work on finding the herdsire for the auction.

Miss Rost will manage the Member product store. Mr. Reachard's sister Michele Simcoe has agreed to come and work the Meber product store for the weekend. Michle has a strong retail background and will work closely with Miss Rost in running the store.

Miss Rost will also manage the Silent Auction for the 2015 Jubilee.

Dr. Bert asked for the Board to go into Executive session. After a lengthy discussion the Board returned to Regular session.

Newsletter

Miss Rost mentioned that Mary from Mary's Alpacas partner Jay is interested in serving as the MAPACA newsletter Editor. Miss Rost will have Jay send a proposal to the Board. The Board will review the proposal and hold discussion before a decision is made on the editor of the newsletter.

Mr. Oraschin made the motion to adjourn the meeting
Second by Miss Lovelidge
All in favor and the meeting was adjourned.

Respectfully submitted by
Chris Reachard, Secretary.