

Calpaca Board Meeting Minutes October 12, 2009

Meeting Started: 8:03pm

Attending: *Dennis Rabe, Jack Jordan, Bonnie Potter, Dale Davis.* Also joining the board for committee reports were: *Dianna Jordan, Joyce Judy*

Absent: *Tom Petersen joined the meeting at 9:15*

Meeting Ended: 9:40 pm

Committee and Event Reports

1. **Lambtown:** *Joyce and Dale*

a. Fleece Show and Pen Sale Feedback

Dale commented that more public attended than she has ever seen at an alpaca event and the breeders seemed to always be engaged with the general public. Three people sold a total of 11 alpacas; a few sold for \$100 each and two for \$150 each and the remainder for \$85 each. A couple of the breeders were concerned about the low prices. Sale may not have been well advertised. Some felt they didn't understand the sales structure aspect of the show, and were disappointed in the way it seemed to come off. Dale asked if it would be better in the future to have a performance show or small halter show instead. The marketing committee will look at how we can partner with other events so we can benefit from what we learned at Lambtown. Attendance seemed down from prior Lambtown events, but it was on a new date. Bonnie asked that we get some feedback from attendees and determine what their feeling was about the fleece show and pen sale. Did they feel they got more exposure and was it worthwhile for their business? 95 people signed up for the sock drawing and 12 signed up for more information. The board suggested that Joyce contact the show manager to see what their feelings about the show are, and what the future for the show will be. Bonnie thanked Joyce for doing a great job and also for providing a nice follow up email.

b. Status of Budget vs. Actual Expenses

Joyce sent out an email to the membership about the event and will let us know when final expenses are reconciled.

c. Grant Post Event Report

We received a check from AOBA for the two grants that were applied for, and now a post event report is due to AOBA as a follow up.

2. **CA Classic:** *Joyce and Dianna*

Performance show or not? The decision was made to apply for the Certification for the Classic without a performance show at this time, to look at the costs for doing a performance show, and to add it on later if necessary. Joyce and Dianna are hoping to find an apprentice for learning the event management portion for the California Classic. Eva Fischer wants to launch a show in Grass Valley and could learn the ropes as an "apprentice" at the Classic. Joyce is interested in being Halter Superintendent, but would need "apprentice" to be the on-site manager. Sandi Ridge is spin-off judge. Dianna

is starting to line up volunteers for the event and hopes to do training for the folks who will be volunteering in the various aspects of the show.

3. Marketing: Dale

a. Project Update

The committee finished off their first challenge and is looking forward to continuing their success by adding more pamphlets and working with existing shows to help them better market the events. The Committee is also considering new pamphlets on Agri-Tourism and You and the Grange, and they are also looking for a way to get more eyes on our website. The main focus of the group is to see how to help the members sell more stuff, from animals to products. The committee will look at how to market CALPACA as a valuable asset for their business.

b. Booklet Content Review/Approval

The committee finished off two booklets and had them available at Lambtown. The material was well received and people appreciated the information. It was discussed that we need to get a link up on our website to any 4H clubs that have an active alpaca program.

4. Legislative News: Tom

The revenue projections are still falling below expected and the ongoing water battle in the legislature continues to go around and around. The latest effort at raising revenue was identified by the state chamber as a tax and they are opposed to it. So there is not much hope in relief at this point this year.

5. UC Davis Camelid Symposium: Bonnie and Dale

The committee will be meeting later this week and will be doing a firm budget for board approval. We will need to really advertise the symposium to everyone who might be interested in attending. The speakers are outstanding this year!

Secretaries Report: Dennis

1. September Board Minutes Approval

Motion: Dale Davis moved to approve the September Board Meeting Minutes

Second: Jack Jordan

Ayes	4	Nays	0
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Treasurer's Report: Jack

1. Status of New CALPACA Accounts

Jack is finalizing the details and fine tuning the new bank accounts so they are all up to date and in line with the new CALPACA account structure. Jack has us in compliance with all the tax requirements. We are officially PCI Compliant with our credit cards.

Old/Unfinished Business

1. Future Calpaca Meeting Selection Update

We have given a 10th of October deadline for applying. 8 or 9 folks have expressed interest in hosting a meeting. Currently we have sufficient interest such that the board wants to formalize the process so we can leverage the meetings so they are best suited to the time of year and information presented.

2. Alpaca New Member Ambassador

The new member ambassador position which is a great idea, has not been acted on by the person who came up with it, so we are pressing hard to move it forward because it is such a good idea.

3. Request for Funding from GIRCOM

We sent in the money, and Bonnie has emailed the other affiliates but they haven't responded to our challenge. Gircom really appreciates our help, and support.

4. Election Candidates Update

Two candidates for two positions, Jack Jordan and Kay Rodriguez are running for the board. We have the chance to ask a couple of questions of the membership on the ballot; Dale asked we add whether we want a fall halter show. Bonnie thought we should consider asking how many of our members are involved in 4H, but it was decided not to ask on the ballot. We would like to ask the question of how are we doing as an organization and are we a valuable and important investment. Pam Brady will be sending the ballots out within a week or two.

5. Affiliate Grant Committee Replacement for Rick Brady (December)

Nothing to report at this time

6. Alpaca Fiber Symposium Sponsorship Oct 23rd, 24th, and 25th 2009 in Denver

They received our check and Diana and Joyce will both be attending

7. AOPA 2009 Student Design Competition

Bonnie received information from the SDC Coordinator and a number of students from California schools are really interested in participating in the competition. The thought was to have the membership get involved with the students so we can all work with them to get them excited about getting involved in the competition. If we could get a lot of students involved in alpaca design it would be a great way of connecting with the student community so they will get used to using our alpaca products. Dale suggested we challenge our members to sponsor students too.

Motion: Dale Davis moved to approve a sponsorship of \$500 to the students so they can get started in the competition.

Second: Dennis Rabe

Ayes	5	Nays	0
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Jack will make out the check and send it to the design committee for some California student's sponsorship

New Business

1. Recent Website Problems

Joan let us know that the server got hacked, and it was identified as spam. The email list was swiped, and the problem was identified and hopefully resolved

2. Potential Future Fall Shows

The survey will address this, and we will see the interest in our membership in having a fall show. Eva Fisher would like to organize a fall show to be held in Grass Valley. There is no set date or defined details as yet, but they will be looking for help and support from CALPACA. The discussion to be had at a later time will be whether two shows can be supported by our membership in the fall time frame.

Membership Announcement:

New CALPACA Members: None to announce at this time.

Minutes submitted by Dennis Rabe, Secretary