

## **MOPACA BOARD AND OFFICERS MEETING APRIL 8, 2021**

**ATTENDEES:** Patti Jones, Diane Dickerson, Patty Hasselbring, Sue Cosner, Brad Ryckert and Barbara Bernardi.

**ABSENT:** Dale Hoerl and Penny Moore.

**MINUTES:** March 11, 2021 Board and Officers Meeting Minutes were presented. Barbara Bernardi made Motion to accept Minutes and Patti Jones seconded. Motion passed.

**TREASURER'S REPORT:** Patti Jones stated that she will make changes to transfer AOA Certification fee and American Royal deposit to prepaid for 2022 show. All refunds were done as of February 25, 2021. Brad Ryckert moved to accept March financials with those changes and Sue Cosner seconded. Motion passed.

**NEWSLETTER:** Patty Hasselbring or Barbara Bernardi will do a write-up regarding the membership drive. Sue reached out to Lisa Bowman and will reach out to Heartland Farm as well for articles on member farms. Sue will do a SAVE THE DATE for a double show to be held April 2 and 3, 2022 and send to Liz for the next issue.

**MOPACA 2022 SHOW:** Diane Dickerson has locked in April 2-3, 2022 for the show with American Royal. This way do not clash with Nationals or Futurity. Diane Trainer will act as Halter Event Coordinator for one more year and Diane Dickerson will help. Upon discussion by the Board and Officers it was determined that the name for the new double show will be the MID-AMERICA CHALLENGE.

The discussion regarding a new venue committee was tabled for a later date as we have American Royal for 2022.

Business Sponsorship was discussed. Mazuri will be a 2022 \$1,800 Ruby Sponsor. Discussion was held on various businesses to contact regarding sponsorship. Diane Dickerson will get information to Brad so he can contact Tractor Supply.

The possibility of a Fall Fleece show with fiber arts was discussed. If such a show were held, we would need an event coordinator. Would like to try to have for 2022. Would not be just a fleece show, but a show where it would be a vendor show as well. You could reach out to different guilds and clubs to participate. It could be held in a community college auditorium or gym. Another level of fleece assessment would be Innovative Fleece Assessment which is described in the AOA show rules handbook.

**OLD BUSINESS:** Barbara Bernardi spoke with Amanda Vanderbosh who agreed that there are multiple ways could do a Fall/Winter seminar. Amanda was open to anything, such as a live webinar or even a recorded event.

**NEW BUSINESS:** We will table the Gentle Doctor Benefit sponsorship for a few more months. Regarding the membership drive, Patty Hasselbring stated that membership renewal notices go out in May. These notices go only to current members. However, Patty could do an email blast to our entire

call list. We have a list of approximately 500 people comprised of all who have attended shows and classes that we could send emails to. Several ways were discussed on increasing membership numbers, including gift memberships, maybe having a lower membership level, what is in it for the members, maybe doing a survey to find out why people joined. Right now we have business membership which is \$60 (\$65 if paying by check) per year and has no voting rights, no place on the Board and no show discount, but can be an officer Full membership is \$120 (\$125 if paying by check) per year and includes the voting rights, right to a place on the Board and the show discount.

We can also do emails through AOA for a small fee.

Patty Hasselbring will see what can be done for this year.

Brad Ryckert moved to adjourn meeting and Barbara Bernardi seconded the motion. Motion passed. Meeting was adjourned.