

Minutes of the MOPACA Board of Directors' Meeting, September 3rd 2015

Present: Liz Vahlkamp, Theresa Kaiser, Steve Rush, Sheri Jacoby, Audrey Kruse and Jeanette Campbell. Brian Willsey attended for part of the meeting.

The meeting was called to order by Liz Vahlkamp at 8:03 pm.

Approval of Minutes: Minutes of the meeting of August 6th 2015 were approved.

Treasurer's Report: Audrey gave the Treasurer's Report. There had been a lot of activity on the account because of paying bills for Fiber U and website development. There was not enough money in the account to pay for all of the website costs. Money would have to be transferred from the other account. It was noted that although Fiber U was profitable, it was a small profit.

Committee Reports:

Publicity Committee: Brian Willsey was available to discuss possible options for radio advertizing similar to what had been done last year. Timing of the advertizing was discussed, whether to advertize around NAFD or from Thanksgiving through Christmas. There was also discussion on the area covered and the cost and frequency of the advertizing. Liz raised the issue of cost given the expenditure on the website and the lack of income from MIAS. After Brian left the meeting there was further discussion on the cost factor. Concern was expressed about continuing to draw money from the Money Market account. It was noted that historically the Show made a profit and membership was climbing. At the present time the Show is not producing income and membership is in decline. It was agreed that the Board had to be very careful about spending money and it was decided not to pursue radio advertizing this year. It was suggested that social media advertizing could be used instead.

Fiber U: It was noted that Liz Mitchko is very cost conscious but that given the numbers of participants there is little leeway to increase profits. Liz reported that AOA (Alpaca Owners Association) was considering holding the next National Fleece Show and Fiber Conference in conjunction with Fiber U. Steve Hull, an AOA Board member, felt it would be a good venue and that the Fleece Show could be there for two or three years before moving elsewhere. Derby Vanier, Executive Director, had visited the venue and discussed various possibilities for the two events to run side by side. He was made aware of the deadline for reserving the building. AOA would make the decision. There was further discussion on whether there would be benefits to Fiber U from the arrangement or whether AOA would take over. It was agreed that if AOA made the decision to use the venue then we would work with them.

MIAS: Debbie Hoerl had expressed concern that the website was down. An email would be sent regarding a Show Coordinator for 2017. Steve would ask people for ideas when he was recruiting for Board and Officer nominees.

Website: Liz indicated that there was still some additional work to be done on the website but hoped that it was near a position that an announcement could be made.

Old Business: It was decided to table any further discussion on scholarships until the end of the year.

Other Business: Theresa indicated that she would have some time available to help Steve call the membership list seeking candidates for this year's election. Steve had already called a number of people.

The meeting was adjourned at 9.30pm.

Respectfully submitted,
Jeanette Campbell
MOPACA Secretary