

MOPACA Board and Officers Meeting

July 12, 2019

Attendees: Dian Trainer, Dale Hoerl, Susan Theroff, Patti Jones, Patty Hasselbring, Sharon Heimes, Diane Dickerson

Absent: Britt Hasselbring

Meeting was called to order by Dale Hoerl

June Board Meeting Minutes: Patti Jones pointed out that the income amount for the neo-natal workshop needed to be adjusted to reflect \$80 less due to PayPal fees. Patti Jones motioned to accept minutes with corrections. Diane Dickerson seconded. Motion carried.

Treasurer's Report: A question was raised on the MOPACA balance, seems high vs. last years balance. Patti reported that there has been more income this year and some expenses have come down, such as the website expense. Dian Trainer motioned to accept the Treasurer's report. Sharon Heimes seconded. Motion carried.

Newsletter: Dale forwarded newsletter content to Liz Valcamp for review. Dale will find out a timeline for when the newsletter will go out so anyone interested can submit articles. Was noted to remember to include the reports from the grant recipients.

Old Business: Fiber U, Dale has not received anything from Clarissa. Sharon reported that Andrea will not be attending. Sharon also reported to Liz that we would not have anyone available to work a booth.

Membership: It was decided from previous discussions that if individuals join later in the year, they will still need to pay for the whole years' membership, but they would receive all membership benefits immediately. We currently have 46 paid members, that is down about 20 memberships. Patti Hasselbring has a list of those who have not rejoined yet if Board members want to contact them.

MIAS Budget Discussion: Dian Trainer summarized what was discussed at the last meeting. Recommending to Brett & Lisa to do away with the MOPACA bucks program and to find volunteers or ways to reduce the costs of cart drivers. Brett & Lisa will review our recommendations and have input reported back to the Board.

Dian submitted a sponsorship expense & income report summary for review. Currently our sponsorships are generous towards sponsors. If the herdsire ads not being utilized it may be worth considering to not offer again. Also suggested to reduce the hotel nights to one night vs. two nights. No ads were sold last year. There may be other opportunities for ad income: corporate feed companies; vets; other shows; restaurants. May take a committee to get advertisements together. Will need to contact Able Printers to get costs of printing programs to create a price structure to present to potential advertisers. Sharon Heimes will contact the printers to find out the price structure.

The question of PR responsibility was raised. It was determined from previous discussion that PR written by anyone outside the organization cannot be released without board approval. Press Releases are the responsibility of the Publicity Chairperson. The change will be made on the report.

New Business: 2019 Elections: Diane Dickerson will plan on finishing her term on the Board. Vacancies for this election are: Vice President (currently held by Dian Trainer); Board Member (currently held by Britt Hasselbring); Treasurer (currently held by Patti Jones). Vacancies should be mentioned in the newsletter. Patti has put a notice on the website dates of the election for October/November.

Patti Jones reported that she while she will plan to run for Treasurer again, we may want a second person to run as well but they will need an accounting background. Dian Trainer may not run again, would like to see someone new come on.

It was discussed and recommended that the membership form should have a section added for members to list their skills & talents they are comfortable in sharing with the organization.

Next meeting: August 8th.

Meeting was adjourned at 8:50 pm.