

MOPACA Board and Officers Meeting

November 14, 2019

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

Absent:

Meeting was called to order by Britt Hasselbring

October Board Meeting Minutes: Motion to approve with corrections, Dian Dickerson. Seconded Patti Jones. Motion carried.

Treasurer's Report: Sharon Heimes motioned to accept the Treasurer's report. Dian Trainer seconded. Motion carried.

Newsletter: Dale reported that the newsletter was written and sent to Liz. Should be sent out soon. Pleasant Journey Alpacas is the feature farm. Has been in business a while with a store on the premises and travels to other cities for fiber festivals. Should be an interesting article from her. Discussed if Brett Villeneau will write an article about the show, announcing that registration is open, mention if volunteers are still needed and talk about the new host hotel and attractions available in the area. Dale will contact Brett about the article. Sharon did a great article on Colonial Gardens. Dale reported target deadline for publication is before the Thanksgiving holiday.

Old Business:

Education: Patty Hasselbring reported that there are a few registered for the upcoming Winter Seminar, scheduled for January 25, 2020. Registration will be open until January 11th. The annual meeting will be held during lunch at the seminar.

2019 Election: Voting is underway. Ballots went out November 11th. Was a slight delay due to a Wild Apricot glitch, was fixed. Ballots due December 1st. Results to be announced in early December. It was suggested that the newly elected members be invited to the December board meeting to get introduced to the process. Dale motioned to invite new board members to December meeting to listen in on the process. Dian Trainer seconded. Motion passed.

MOPACA Show report:

Replacing Carpet: Britt reported the total cost for replacing all the show carpet would amount to \$37,350.98. Delivery of carpets to the hall is included free of charge.

Specs: Color: 949 Pewter; 17 rolls; 12ft wide x 220ft long; 293.444 square yds per roll; Regular cost of roll \$989 our cost will be \$449 per roll (We are receiving volume pricing.)

Will need to contact Tim from Futurity to discuss sharing cost of replacement carpet. Possibility sharing cost 50/50 (\$18,675 each). Dale will contact Tim as well as Bill at the Royal to discuss carpet replacement options. Dale reported that Tim has been paying for storage of carpet of \$500 year. A cost that MOPACA may have to share in the future.

If Futurity not interested will need to discuss how to move forward.

Possible options discussed:

- Can old carpet be reused and stretched better? Focus on high traffic areas, in front of rings, in front of silent auction area.
- Look at areas where we may not need carpet or reduce the use of carpet (ie: silent auction area & walking fleece).
- Postpone carpet replacement for one more year.

Show Coordinator Position: Brett Villeneau announced that he will not return as MIAS show coordinator for 2021. Britt Hasselbring will talk to Kevin O'Leary & partner if interested in show coordination for next year and cost of their services. They do not take on marketing responsibilities, that will be up to MOPACA. Possibility of dual coordinators was brought up. Has been done in the past, but typically has been one person.

Increasing show exhibitors discussion/ideas:

- How to get them to stay in KC longer to participate in MIAS show, Futurity and Nationals
- Utilizing the website for farms to network & share trailer transportation costs. May be a help to smaller farms to increase their participation.
- Stall sharing?
- Look at show rules handbook regarding small breeders (novice) category, how it can be applied as an incentive for small breeders to get involved in show for next year.

MOPACA show Sponsorship: Discussed how local businesses/farm businesses are a potential funding source for the show: Legends, host hotel, area restaurants. Consider reaching out to corporations such as John Deere and Tractor Supply company to be show sponsors. Goal is to have costs of show covered by corporate sponsorship to reduce costs to participants. Patty Hasselbring will put out an email to membership to see if anyone has a talent and interest marketing the show to increase sponsorship.

Dale Hoerl made a motion to adjourn the meeting.

Patti Jones seconded.

Next meeting: December 12th, 2019