



***Maryland Alpaca Breeders Association***  
***Board of Directors Meeting Minutes***  
**April 19, 2006**

**I. Call to order**

Jess Armstrong called to order the Board of Directors meeting of the Maryland Alpaca Breeder's Association at the Wild Rose Suri Ranch on April 19, 2006 at 7:38PM in Havre De Grace, MD.

**II. Roll Call**

The following Board members were present:

- o Jess Armstrong, President
- o Barry Clark, Vice President
- o Charles Gulotta, Treasurer
- o John Petersam, Secretary
- o Cathy Drennan, Member-at-Large
- o Josephine Gilman, Member-at-Large (via conference call)
- o Rick Stumpf, Member-at-Large (via conference call)
- o Patti Anderson, Past President

The following non-Board members were present:

- o Chris Armstrong – Web Committee

**III. New Business**

o **Website Update**

- Chris Armstrong – We have received an updated proposal for the portion of the web site that we want to do. Renee Petersam provided the committee with examples of pay-as-you-go systems for the event registration piece.
- Tatnet's proposal was \$5100 including event registration. Chris recommends sticking with a pay-as-you-go system due to budget constraints.
- John Petersam asks about having Steve Quigley create a form that Valerie Perrin could cut and paste into an Excel document.
- Chris spoke to Steve about it today and it warrants more discussion.
- Without the event system, the bill is \$2850.
- Chris is asking the board for a motion and second.
- John Petersam states his concerns about getting the website optimized for search engines. He is concerned that the site will not be found if it is not optimized and it will be difficult to sell the listings and make the money back. He believes that we should give more listings away to increase the website's initial launch.
- Cathy makes a motion to move forward with the website.

- Barry seconds the motion, and Chuck thirds it.
- Jess Armstrong states that MABA dissolved from 40+ members down to 9 members. He believes a large part of MABA coming back was the website.
- Chuck agrees.
- Jess believes that with 40 members re-registering, we will have about \$3,000 per year as a budget. We need to grow the membership. However, that will probably take a couple of years, and some time & money will need to be invested.
- A vote was taken for the website updates, and it was unanimously approved.
- Chris asks for a directive from the board for the number of free listings.
- John recommends 4 sales listings free, then buy 1 get 1 free, and 2 herdsire listings then buy 1 get 1 free.
- Patti says that we can decrease the number of free listings later.
- Barry wants to know what will happen if the animal sells. Can the member farm list another animal?
- John & Patti say yes since the idea behind the free listings is to keep a large number of animals listed at all times.
- Rick asks if we can just give them all away – as many as the member farms want to list.
- John thinks that's a good idea, but is afraid that we will lose all of our listings when we begin charging for them.
- Chris says that \$24 per animal was suggested because it was divisible by 12 and could be easily prorated if animals were added during the year.
- John motions for 4 sales listings, then buy 1 get 1 free, and 2 herdsire listings then buy 1 get 1 free for a total of 6 free listings.
- Patti asks if the members can use a vendor listing as a free listing instead of a sales or herdsire listing.
- John asks how much it costs MABA to have vendor listings posted since vendor listings are not automated.
- Chris says that while our cost is minimal, we need to keep it in mind.
- Chris mentions that if we automate the resource directory, the total cost for all updates would be \$3150 – an increase of just \$300.
- John believes it is a no-brainer and Patti suggests if we don't do it now, we will regret it later.
- Barry motions for the resource directory, and Chuck seconds.
- Jess asks for a vote and the vote is unanimous.
- Chuck motions that we do 6 free listings and the member farms can use them for any combination of sales listings, herdsire listings, or vendor listings.
- John wants to make sure that Chris won't be swamped with extra work and asks if she needs the board to ask the membership to help her.
- Chris says that she is OK, and that Steve Quigley is a tremendous help.

- Chris also says that Steve donates a good bit of his time and that she really appreciates it.
  - John seconds Chuck's motion of 6 free listings for full farm members.
  - Jess asks for a vote, all but Rick are in favor.
  - Rick voices his concern that the membership will only post resource listings (e.g. yarn and fleece).
- **Treasurer's Report**
    - Chuck Gulotta:
      - We have about \$5500 in the bank, with most bills paid for except tax preparation and liability insurance (\$500).
      - John motions to accept Chuck's report, seconded by Patti, approved by all.
- **Education Committee Update**
    - **Breed Standard Survey/Conference**
      - Scott Gove, via email reports that we are looking for a common site with Virginia in late July or early August.
      - Valerie Perrin did not get any feedback from the board on her proposed breed standard survey.
      - Jess says that he thought we were going to send it out as is.
      - John motions to send it to the membership as is, seconded by Jess, approved by all.
      - Jess states that he will send Valerie an email requesting her to send it to the membership on behalf of the board.
    - **Alpacas 101**
      - MAPACA is looking for 4 locations for Alpacas 101. One location is tentatively in New Market in June.
    - The education committee is hoping to have plans for a late fall seminar at the next meeting.
- **Frederick Fair**
    - Jess says that he had asked Lou Rimbach to get us a document on what the Frederick Fair wanted from MABA.
    - Jess continues to say that Heinz Wilms has asked the board about MABA involvement with City Streets/Country Roads.
    - Jess does not believe that we have enough information to get MABA involved.
    - Heinz has requested to have a table with AOBA information, to have MABA host one day for the people coming through, as well as a list of the members so that he can request volunteers.
    - Chris and Patti believe that we should just drive the visitors to the website where they can get information on the organization.
    - Jess asks if we should support the Frederick Fair in full, in part, or not at all. In the past, we have not been able to support all of the county fairs, so why should we just support the Frederick Fair?

- Jess states that we can't afford to spend a whole lot of money on it since we have such a limited budget.
  - Chris states that the fair is more than just alpacas.
  - John suggests giving Heinz a membership list and letting him query the membership for help.
  - Patti responds that it was difficult for Heinz to do that without the support of the board last year, and she doesn't believe that membership support exists.
  - Chris states that the supporters of the Frederick Fair have asked if it could be listed on the website again this year.
  - Chris also asks if we can provide a business card to Heinz.
  - Jess mentions that this was discussed at the March 12 meeting and is listed in the meeting minutes. If anyone would like more information on that discussion, they can find it there.
  - Jess does not believe that we have the money to support the Frederick Fair due to the website expenses. He believes that we should list it on our website and give Heinz our email list to ask for member support.
  - However, Jess does not believe that we should provide support to just one county's fair.
  - There were no motions for a booth.
  - John motions to investigate the cost of business cards, seconded by Jess.
  - Rick Stumpf says that a couple of years ago, we made a banner that hung in the Country Roads building. It provided us with pretty cheap advertisement.
  - Jess states that Heinz is currently looking for it. It's last known whereabouts were with Wayne and Cindy Aldrich.
  - Rick says that we should advertise with that and business cards with the website, and if anyone wants to volunteer, they can speak with Lou or Heinz.
  - Rick also says that he is at the fair every day and that the kids in that building are usually controlled.
  - Chris states that if we have a business card, we should allow it to be downloaded and printed by the membership as well.
  - Rick motions that we advertise the Frederick Fair, as long as we have our banner hung and a business card/post card for people to take.
  - Jess acknowledges that the banner is outdated in terms of graphics and website.
  - Barry seconds that motion, approved by all.
  - John mentions that all county fairs can be supported fairly in this manner.
- **Budget**
    - Jess will finalize the budget and send out an email containing the budget for the coming year.
    - He has not done it yet since the website updates had not been agreed to and represent such a large portion of the budget.
  - **Teleconference**

- Jess brings up having a teleconference set up for BOD meetings. Based on 3 call-ins, it would cost about \$75 per meeting.
- Patti states that we will always have a board member that is not available and that we should plan to have 2 board meetings between member meetings, which is \$600 per year.
- She also reminds us that she can do it at her farm for free since she has unlimited long-distance calling and we might be able to do that at other farms as well.
- Jo reminds us about Skype.com, an internet-based system that can be used very inexpensively.

○ **Picnic Update**

- John Petersam states that all dates but July 2 are available.
- Chuck motions for July 9 since it will be before the breed standards conference.
- The motion is seconded by Jess and approved by all.

**IV. Future Meetings**

- BOD meeting 5/8 at 6:30pm at My Lady's Manor farm in Monkton.
- Picnic - 7/9 at 2:00pm at the Criative Acres farm in Jarrettsville.

**V. Adjournment**

Chuck motions adjournment, seconded by Patti. All approved. The meeting adjourned at 9:16pm.

Minutes submitted by: John E. Petersam  
Secretary  
Maryland Alpaca Breeder's Association