



Board of Directors

Date: April 24, 2024

Time: 7pm

Location: Zoom

Board Members:

Present (Note the # required for quorum)			Absent
DJ Penica- President	Karen Nace-Secretary		Timothy McCarty-Board Member
Karen Bowman-Vice President	Julie Wysong-Membership		
Debbie Wambaugh-Treasurer	Carol Howard- Board Member		

Guests:

Minutes:

Agenda	Discussion	Tasks/Conclusion	Responsibility
<i>Call to order</i> 7:00pm	Review and approved last meeting minutes Motion: Carol Howard Second DJ Penica	Approved	

Agenda	Discussion	Tasks/Conclusion	Responsibility
<i>Farm Show/Yarn Project</i>	Nothing To Report		
<i>Showcase</i>	Still putting together final numbers		
<i>Fleece Show/Seminar</i>	<p>E-Blasts and FB posts will be sent out advertising the show and seminar.</p> <p>Registration opens May 15th. Entries will be limited to 200 so judging can be concluded in 1.5 days.</p> <p>Carol and DJ will be picking up fleeces from Nationals to bring to the show</p> <p>Karen might be able to pick up Suri fleeces.</p> <p>Can't get into the fleece space until 1pm</p>		DJ Penica
<i>Fiber Sort</i>	<p>Touch base with Sherry. Check to see if prices are changing.</p> <p>Set up can begin on Wednesday morning. Farms volunteering in the fiber sort room will be given \$50 cash in appreciation</p>		

Agenda	Discussion	Tasks/Conclusion	Responsibility
<i>Memberships</i>	Had one farm change from an associate member to a business member.		
<i>Princess Program</i>	<p>The crowned Princess, Emily, has begun her duties. She attended MAPACA. Pictures are needed to update the website to reflect the new Princess.</p> <p>There will be a Youth meeting on April 30th</p>	Send pictures to DJ	Karen Bowman
<i>Finances: P&L report, cash on hand</i>	Financial report was reviewed		
<i>General</i>	<p>Marketing and Social Media Proposal:</p> <p>DJ sent a marketing proposal from Jenn Powell detailing three options available to assist us with properly promoting PAOBA for review prior to the meeting. Discussion about needing professional help with marketing. We all agree we would be better served using someone with more knowledge of search engine optimization and marketing to drive interest to our website and to our member farms. Presently we don't</p>		

Agenda	Discussion	Tasks/Conclusion	Responsibility
	<p>even show up. Discussion on also using her for additional marketing of our three big yearly events. DJ would be the primary contact with Jenn and we will continue to work out how a designated committee person would reach out to her. There were three basic packages that were discussed and additional services that are available.</p> <p>Motion was made that we would contract Jenn for the website analysis and sign up for package three. Additionally we would ask for marketing for the fleece show.</p> <p>Motion made by Debbie</p> <p>Second by Karen B</p> <p>CD Update:</p> <p>Since three persons are designated on the account, the bank needs a signature on the meeting minutes from each of the designees. After receiving this we can go ahead and open the account.</p> <p>Discussion about the feasibility and interest in setting up a scholarship. Agreed we need to focus on Education for our members as veterinary alpaca care is difficult to find. Many farms do not have access to veterinarians with knowledge of camelids. Would like to look at the possibility of a seminar on conducting your own fecals for next year's Seminar</p>	<p>Passed</p> <p>Contact Jenn to move forward</p> <p>Send a signed copy of the meeting minutes to Karen N</p> <p>Set up appointment to open account</p>	<p>DJ</p> <p>DJ and Debbie</p> <p>Karen N</p>

Agenda	Discussion	Tasks/Conclusion	Responsibility
Meeting adjourned at: 8:00pm Next Meeting date is May 22, 2024			

Submitted by: Karen Nace

Date: May 6, 2024