

February 22nd 2021 CGA Board Minutes

Attendees: Wendy Pieh, Pam Haendle, Elyse Perambo, Danielle Fowler, Christine McBrearty-Hulse, Cameron Drew Falkowski, Gareth Crosby, David S. DeLaMater, JoAnne Wirtz-Ryan, Emily Clark, Ann Taylor

Guests: Ron Fiorica, NW Cashmere Goat Association President

Wendy called the meeting to order at 7:35

1. Call to approve the January minutes with the amended typos as noted by Pam.

Danielle made a motion to pass the minutes. Emily seconded the motion.

2. **Treasurer Report Submitted** -Elyse Perambo

Present Balance: \$7,880.97

1/11/21-2/21 /21	Income	Costs	
5 Calenders-paypal	\$ 71.30		
Calendar Ad	\$ 23.97		
3 Calender by ck	\$ 45.00		
Memberships-paypal (14)	\$ 403.92		
Checks (2)	\$ 60.00		
Ad Income			
Hoofprints ad	\$ 68.58		
Web ads-2	\$ 47.94		
Hp Biz card	\$ 21.67		
Misc. ad	\$ 107.11		
American Goat Federation membership		\$ 150.00	
to old paypal site		\$ 6.00	
media ad		\$ 39.00	
Paper bank statement		\$ 3.00	
		\$ 198.00	
Income in	\$ 849.49		
Total fees		\$ 198.00	
Bank balance as of 2/21/21	\$ 7,136.63		
Pay pal tranfer 2/21/21	\$ 744.34		
balance after Paypal deposit	\$ 7,880.97		

Elyse shared the above details in this month's report. She has observed that calendar sales have started to slump and that there were 100 ordered, leaving somewhere around 45

calendars left. Danielle will promote another round for calendar sales. Board members are to send Wendy the names and addresses of those who have supported CGA in the past to receive a complimentary “Friends of CGA “calendar. Gail Tupper, Tatiana Stanton and Jeremy (our web provider) were recommended as potential candidates. Please send Wendy names and addresses for others CGA can show their appreciation to for their support.

Elyse approached Gail regarding her pro bono status in supporting CGA with our nonprofit status and tax returns. Gail confirmed that she would continue to support CGA without payment. Elyse shared that a final thank you in the form of a CGA basket gift would be most welcomed. Elyse and Wendy are meeting with Gail on February 24th to review the status of her work.

3. Advertising

Hobby Farm Magazine reached out to Christine regarding their upcoming special interest annual publication – GOATS 101. This is a special interest publication, printing 70,000 copies for newsstand sales only. It will be on sale May 4th. Darien, Hobby Farm Advertising Representative, thought this would be a great fit for the Cashmere Goat Association especially with placement next to the Natural Fibers article. CGA has been featured in the classified section of Hobby Farms Magazines in the last few quarterly issues. It is hard to say what the returns have been regarding this advertising. However, the board recognized the importance of visibility of the association to promote the breed and its registry.

Christine motioned that a budget of \$300.00 be allocated for the ¼ page advertisement in this issue. Emily seconded the motion. Motion passed.

4. Membership

Pam confirmed that 44 members have renewed for the 2021 year. Memberships are from all over the United States. Christine will send an email out specifically to those who have not renewed before the March 15th deadline. The goal of matching IF not exceeding last year’s 65 membership number is at the forefront of the membership drive.

5. Database

Pam reported that a member inquired about a method to search for all goats from a particular herd code or farm’s name, including non-registered goats. Presently this feature is not available with the database. David motioned that Pam be permitted to request that the database developer provide this feature. JoAnne seconded this motion. Pam will inquire as to if this can be covered by our monthly maintenance service fee.

A big shout out to Pam for creating a YouTube video explaining the registration process. This link has been added to the CGA website.

6. Research Project

Heidi was not in attendance to report on the status of the proposed research project but forwarded the email below confirming the approval to move forward with grant funding for the research by Texas A&M.

Greetings Heidi,

Terry forwarded your email to me asking about the grant. I have good news in that the proposal was recommended for funding. It is still in the paperwork and final approval stage so is not yet official. But once everything is set up we should be able to begin activities later this year. The grant participants are Terry and me from Langston, Dr. Megan Rolf from Kansas State University who has expertise in the genomics aspect, and the CGA.

Thank you again with you and the CGA's help in developing the proposal.

Roger

The project summary is below.

Cashmere is one of the finest and most-expensive animal fibers known to man. It is used extensively in fine clothing, resulting in garments that have a luxurious feel and high value. Standards for cashmere production state that the maximum mean fiber diameter (MFD) of cashmere producing goats is 19 microns. US cashmere goat producers invest considerable time and funds to raise breeding animals without knowing their genetic potential for fine cashmere production. Producers will sample their goats for cashmere characteristics and genetic analysis through a genome wide association study to identify genetic markers associated with cashmere production. Producers can then test potential breeding animals at an early age, saving money and increasing the pace of genetic progress. Cashmere producers also need a source of science-based information and a fiber goat supplement will be created to complement the online meat goat training program of Langston University. Cull cashmere goats often have luxurious fiber on their skin for which fiber diameter is irrelevant. Tanning goatskins as an extra income generating method will be done - both by hand and through working with commercial tanneries.

Roger Merkel

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7. Dr. Joe David Ross Presentation

Joe David's presentation, *US Cashmere Its Past, Present and All Things In Between*, will take place via Zoom on Thursday, February 25th at 7:00 ET. The program will be recorded, and closed captions provided.

6. Fundraising

Danielle will promote the 2021 CGA Calendars this month for final sales. Calendars are being given as prizes for this month's photo contest winners.

7. Style Standard Discussion

In depth conversation occurred regarding the ongoing discussion of setting a standard for style. Pam urged the board to decide since the standard is used to qualify for the registry and having only a recommendation for style has allowed goats with essentially straight fiber to be registered. She acknowledged, however, that inconsistency in lab testing for style is a concern. Wendy summarized that most of the feedback received thus far supported the value of having a style standard with a minimum of no less than 40 and recommended 45 and above. Wendy also reported that the OFD100 machine at Texas A & M can reliably assess style, but the OFD2000 machine, which was developed for alpaca fiber, is too erratic. However, some members prefer OFD2000 testing, which is also less expensive. Pros and cons of setting the standard as the fourth "must" in the breed standard (to be included with length, diameter, and uniformity) were discussed. Cons included lab reliability/variabilities, limited testing sites, limited number of certified judges, no judge training programs. Pros included preserving the level of cashmere quality that has been developed through the US breeding program, ensuring a positive fiber trait that is valued by end users (spinners, knitters) and setting the standard above the global standard. Cameron motioned that the board approve sending the proposed change to the style standard to membership for a vote. David seconded this motion. The proposed vote will be for the *requirement that a style score of no less than 40 with a recommended score above 45 be met for admittance into the North American Cashmere Breed Registry*. A Hoofprints article in the April edition will explain both points of view regarding this motion prior to a vote by membership.

8. Committee Check Ins

- **Judging** – Cameron reported that documents are being gathered to review at a future meeting TBA.
- **Shows**– Cameron reported two options for the 2021 show year. First would be revisiting the Turnbridge Fairgrounds Show slated for October 2nd & 3rd with communication of needs and requirements to the Fairground Committee (i.e., configuration of buck pens) OR pursuing the Deerfield, MA location for a separate venue of a solo cashmere goat show.

Members of the board expressed the enjoyment of having other fiber related events and vendors present surrounding the event. For 2021, starting with a completely new venue may present more work and challenges than working with the Tunbridge show shortfalls for one more year. The board approved moving forward with the Tunbridge Show for 2021. In the meantime, planning can occur on organizing a southern based show for 2022 with the help of Emily, JoAnne, and Gareth. Emily also expressed an interest in organizing a show in the Midwest.

- **Social Media** – Danielle will continue to prompt calendar sales and promotion using calendars as the monthly photo contest prize. Danielle shared that the Joe David speaker event drove more views and shares for the site this month.

10. Next meeting March 14th @7 :30 PM

11. Meeting adjourned 9:07