CGA Board of Directors

Meeting Minutes 2/20/22

Attendees: Jayne Deardorf, Pam Marshall, Wendy Pieh, Paisley Ashland, JoAnne Wirtz-Ryan, Gareth Crosby, David DeLaMater, Ann Taylor, Pam Haendle, Danielle Fowler, Heidi Dickens

The minutes for the January meeting of the Board of Directors were reviewed and approved on a motion by JoAnne, seconded by David.

The Treasurer's report was reviewed and approved on a motion by JoAnne, seconded by David. It showed a total income from memberships, calendar sales and ad sales, of \$605.10 and total expenses of \$183.00. The current bank balance stands at \$10,111.38. Calendar sales have been good enough to cover our printing costs, but we still have quite a few to sell.

Pam reported that there had been no action on the database this month. Action is pending on making it possible for European goats to be included. Handling goats from multiple European countries will be challenging and expensive once we start charging people for submitting evaluations. Considering that and the desire to encourage submissions during the Langston study, the board agreed that we could continue to delay implementing a system to charge for registrations. Pam will document a plan for a minimalist approach to handling European goats and get a fresh estimate from Jeremy.

Pam reported on several additions and changes to the website: A new page for the Langston research project has been added, along with links to videos and application forms. A page describing the opportunities for year-round fleece evaluations was created, including a new scorecard. The home page was updated to link to the new pages and to eliminate references to the 2019 clinic.

JoAnne brought up our "legacy" issues: the fact that critical CGA information is not safeguarded anywhere. Several of us have vital information that could be lost if something happened to us. Steps are being taken now to establish a common site. A new email address for CGA has been created: email@cashmeregoatassociation.org. A Google group has also been defined: cashmeregoatassociation@googlegroups.com. It was defined in the hope that we could define a common space — a Google drive — to this group, and critical CGA information could be stored there. We have not yet established a way to define a drive to a group, but documents in individual members' drives can be shared to the group. JoAnne and Pam will continue to work toward a common cloud storage site for documents, which would include passwords, domain information, foundational documents, 501©3 documents, treasurer's reports and bank account numbers, and contact information for our two webmasters. They will also work on recovering ownership of the domain name, which is defined to CGA under GoDaddy, but the password no longer works. Heidi pointed out that our attorney, Gail, may be able to advise us.

JoAnne also voiced her concern regarding the continued practice of email skimming from our website. Members continue to receive bogus emails asking for money, and although most of us ignore them, no one wants a member to be scammed. Gareth suggested we substitute a button for the email address, so users could click on a button to send an email but skimmers couldn't pull if off the site. Pam will

confer again with Brad to see if we can create a contact form and/or substitute buttons for literal email addresses. We can also, at least in the interim, remove addresses for anyone who requests removal.

A final website issue concerned a Breeders' Directory listing that included pricing, which endangers our 501©3 status. The prices have been removed from the ad.

Pam reported that 14 people joined or renewed memberships this month, giving us a total of 36 members. Memberships are accepted year-round but must be received by March 15th to receive the spring Hoofprints. 2021 members will be removed from the website list on March 15th

Danielle and Heidi reported on the very successful and popular webinar held recently on the genomic research project now underway at Langston University. The webinar explained the process the study would follow and provided all the information we need to collect our samples and deliver them. David has already done so! Danielle reported receiving comments and questions about the project via social media, and she has even heard from farmers in Canada who are interested in participating. Christine has suggested that we reach out to medium-sized farms to encourage them to collect samples.

We discussed the meeting held recently for the judges and supporters who are working toward establishing a certification process for judges. At the meeting, enhancements to the standard and to the scorecard were discussed and some rules established for the certification of judges. Jayne confirmed that the meeting had been productive and that establishing a common approach to judging was critical. One of the next steps will be the creation of a small group of about 8 people to work on creating a handbook and to make detailed plans for a clinic for the training of judges. We decided to wait for Christine's return before taking further action.

We continue to hold amazing webinars! Danielle reported that the session on the research project was a hit in January and we have one coming up on February 24th on training goats to pull carts that has garnered lots of interest. A session on parasite control by tatiana Stanton has drawn in over 1,000 expressions of interest! We also have a webinar planned for March 30th on Langston's Goat Nutrition Calendar. In addition, Danielle mentioned that she has asked Jayne to do a webinar on hand processing cashmere. Heidi added that Langston will be holding their annual Goat Day soon, and she will try to capture videos of the events and share links with us.

Danielle reported that our social media presence is healthy and growing. The webinars are bringing in lots of new followers on social media. Our youtube following has grown as well.

Calendar sales and membership renewals are key to our fund-raising at the moment, and both are lagging a bit. Danielle will push calendars on social media and we will remind members who have not yet renewed. We also could talk about membership at our webinars.

Discussion on show plans was tabled, due to Sister Mary Elizabeth's absence. David will reach out to her.

There has been no progress on the testing of Heidi's samples to compare the performance of Texas A&M's machines.

Paisey has completed her project on cashmere goats and will be hosting a Zoom presentation on March 12th at 7:00 pm.

Next meeting of the Board of Directors is set for March 13 $^{\rm th}$.