

## January 10<sup>th</sup> 2021 CGA Board Minutes

**Attendees:** Wendy Pieh, Pam Haendle, Elyse Perambo, Danielle Fowler, Christine McBrearty-Hulse, Gareth Crosby, David S. DeLaMatter, JoAnne Wirtz Ryan, Ann Taylor, Sister Mary Elizabeth

Guests: Ron Fiorica, NW Cashmere Goat Association President

*Wendy called the meeting to order at 7:35*

**1.** Call to approve the December minutes with the amended financials for the calendar line item. Danielle made a motion to approve minutes. JoAnne seconded the motion.

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

**Present Balance: \$7,043.25**

So far 44 calendars have been ordered! Elyse shared that Gail is working on the 2017 tax issue, as well as helping close the old PayPal account. Gail is spending a great deal of time doing pro bono work for the association. Elyse proposed that we offer her a stipend or some other gesture of appreciation. Wendy suggested that Elyse ask Gail if we can offer her a stipend or some other offering to show our appreciation of her time. Elyse will report back to the board on her response next month.

<b>12/13/20-1/10/21</b>				
Calender ad(2)	117.18			
19 Calendars	238.96			
<b>Memberships-12</b>				
14 from paypal	403.62			
4 through mail	\$120.00			
Youth Membership	14.56			
<b>Ad Income</b>				
Calender ad(2)	117.18			
Hoofprints ad 1/4 page once	23.30			
(2) Web ad	47.94			
HP ad card size	22.00			
Zazzle comission	45.69			
<b>Bank fee-monthly paper report</b>		\$	3.00	
<b>Tranfer to old paypal to pay fee</b>		\$	6.00	
Income in	\$ 1,150.43			
Total fees		\$	9.00	
<b>Bank balance as of 1/10/21</b>	<b>\$7,043.25</b>	<b>(\$226.38 coming in from PP on Tuesd:</b>		
projected for 1/12/21	\$7,269.63			

### **3. Membership**

Members are starting to renew their yearly membership and a few new memberships have been registered. Christine will be sending out confirmations and reminders this month. March 15<sup>th</sup> is the deadline to renew before names are taken off the 2021 membership email list.

### **4. CGA Logo Design**

The board approved and welcomes Heidi's daughter, a graphic design student, to update and modify our existing logo. The logo will retain the logo's picture that has been part of its history, but the design will be updated and formatted to be more easily utilized with high resolution for applications through social media, letterhead, and merchandise. Danielle offered to support the transition between logo formats.

### **5. Dr. Joe David Ross Presentation**

Christine connected with Dr. Joe David Ross's son, Joe Will Ross, who said his dad would be delighted to speak via Zoom to CGA members. Christine will contact Dr. Joe David Ross to confirm a date of either Feb. 11, March 11<sup>th</sup>, or 25<sup>th</sup> at 7:30 (ET) 6:30 (CT). This session will be offered via Zoom with a maximum capacity of 100 participants. Once a date is confirmed Danielle will promote the event via our social media networks. Wendy will send Dr. Joe David Ross a 2021 CGA Calendar as a token of our appreciation.

### **6. Fundraising**

Danielle reported that sales of the CGA 2021 calendar have covered all the expenses incurred in having them made! All calendars now being sold are for profit. The board applauded Danielle for her efforts in creating such an attractive calendar for CGA.

### **7. Style Standard Discussion**

Sister Mary Elizabeth reports that she will be sending out a meeting date request shortly to those on the committee. Sister shared that her spinner groups' feedback supported using fiber with more crimp and curvature regarding style.

### **8. Committee Check Ins**

- **Shows– HOLD** The board approved granting Cameron the title of *Superintendent of Shows* for CGA to which she can act on CGA's behalf. A motion was made by David and seconded by JoAnne.
- **Judging** – Documents are being gathered to review at a meeting TBA
- **Social Media** –Danielle reports that her goal is to drive calendar sales this month. She is also promoting and sharing the 2021 Superbowl Jeep Ad featuring cashmere goats.

Conversation surrounding the ad triggered further ideas on exploring its creation to support cashmere goat awareness and interest.

## **9. Other Business**

- Elyse had a new member ask if the association could create a family membership rate in the future. This topic will be discussed further along with other proposals of lifelong memberships mentioned at the last meeting.
- Wendy is presently donating calendar shipping fees. The board recognized Wendy's generosity, not just in regards to paying shipping fees out of pocket, but also in donating her time to ship them all!

## **10. Next meeting February 21<sup>st</sup> @7 :30 PM**

**11. Meeting adjourned 8:30**