

March 13th 2022 CGA Board Minutes

Attendees: Wendy Pieh, Pam Haendle, Danielle Fowler, Christine McBrearty-Hulse, Heidi Dickens, David S. DeLaMater, Elyse Perambo, Gareth Crosby, Ron Fiorica, Emily Clark, Ann Taylor, Jayne Deardroff, Paisley Ashland, Kathy Ashland

Wendy called the meeting to order at 7:35

David approved the January 2022 minutes and Elyse seconded.

1. Treasurer Report Submitted -Elyse Perambo

Elyse shared that we presently have the funds to support future ventures. Memberships are still coming in. The calendar sales are slowing down but we have covered our expenses. CGA has sold 72 calendars and now making money on the sales. The tax renewal for our non for profit status is in limbo waiting on their end. David motioned to accept treasurers report, Danielle seconded.

Treasurer Report

2/20/22-3/13/22 Income Debt Renew Membership -pp 2/26 \$28.46 Renew Membership-pp 2/20 \$28.46 New Membership-pp 2/22 \$28.46 Renew Membership pp 2/28 \$28.46 Renew Membership- pp 3/1 \$28.46 Renew Membership-pp 2/27 \$28.46 Renew Membership- pp 3/1 \$28.46 Renew Membership- pp 3/1 \$28.46 Renew Membership- pp 3/1 \$28.46 Renew Membership- pp 3/2 -Canada \$28.01 2 Renew Membership- pp 3/2 \$57.42 Renew Membership-CK 3/8 \$30.00 Jr Membership-pp 3/7 \$13.99 Renewed Membership-pp 3/7 \$28.46 Renewed Membership-pp 3/12 \$28.46 14 Renewed, 1 new, 1 jr=**\$442.48**

Calendars

1-Calendar pp \$14.48 1-Calendar -pp 2/26 \$14.48 1-Calendar-CK 3/8 \$15.00

Ads

Website ad-pp 2/26 \$24.28 HP ad (22)--pp 2/26 \$21.08

Fleece show 2021-pp 2/26 \$149.10

Debts

Paper fee 1 \$3.00

Total fees and donation in \$680.90 Total Debts paid -\$3.00

Bank balance as of 3/12/22 \$10,763.77

2. Database

Pam has been working on creating items for the Dropbox that will be shared regarding the usage direction for both the website and database. These directions will include how the database/website works along with access directions. She is currently writing up the job description and details of the register's role.

3. Website

JoAnne and Pam have talked about security concerns. Pam has discussed with Brad about adding buttons for board of directors' access instead of emails. Pam did remove three email address as requested. Pam will write up a blurb for Hoofprints about this option to have contact information removed from the website.

Elyse recommended that we add this option as a choice on the renewal membership form. Pam also added that she will be eliminating the tab on the main menu that says "Pay Now" without filing out the form. This will force members to file out the registration form first before paying Christine will send an email to membership to cover this option as well.

4. Membership

Pam crossed referenced memberships from previous years to compare how many members do not rejoin. Christine sent out feedback to these former members to help identify the reason as to why they did not renew. All responded that the main reason for not renewing was they no longer have cashmere goats.

5. Research Project

Danielle and Pam discussed adding a main tab on cover webpage for ease of access to the documents for the Langston Study. Pam and Joanne will move forward with these changes. Heidi asked if we could consolidate the research information to be more accessible. Heidi shared that there is good incentive to participate in this study to get fiber results for free.

6. Judging Clinic Call to Action

Christine is gathering names from membership to serve on this development committee that will create a virtual, as well as on premise training program for future judges. Presently there are 4 people signed up. Including members who have a background or interest in youth shows would be helpful as these training will be valuable to all ages involved with cashmere goats. Christine will send another email to membership for volunteers.

7. Show Committee

Sister Mary Elizabeth is unable to serve as a show coordinator. She is still interested in still organizing the Washington County Fair Show per her conversation with David. Christine asked about how we can focus on the 4-H groups for future shows. Emily has a 4-H group that may be interested in a show. Kathy Ashland shared that her area in Watertown, NY might be a venue option. Anne shared that Tunbridge show has worked well in the past because the show is attached to a fiber event that brings in more interest and educational opportunities for CGA. Cameron has already looked into event options at Deerfield as well as other venue locations.

Rhinebeck might be an option. The fleece show went very well this past year. In the past there were complications having the cashmere show at the New York State Sheep & Wool Festival. First, we would need to find out if the show's committee would be interested in having CGA host a show. Wendy will investigate further.

Danielle asked CGA if would be interested in sponsoring cashmere classes within a goat show for youth groups for ribbons or banners.

Danielle made a motion to support youth cashmere shows (4-H, grange, FFA) up to \$250 to cover cost of ribbons/banners. David seconded.

A CGA banner template will be created for youth organizations to use with our new logo. Christine will send Anita from AGF information regarding this opportunity for youth groups. This may help to have youth cashmere groups take advantage of this opportunity.

8. CGA Educational Initiatives

Mika gave a great webinar about Team Snazzy and cart goat training. tatiana's Stanton's program about parasites control maxed out the 100 user limit on the present Zoom account. On March 30th Dr. Puchala will discuss how to use Langston's LINC Goat Nutrient Requirement Calculator to determine the best individual feeding regimen for your goat based on their breed, sex, body condition, age, reproductive status.

Danielle proposed that CGA open their own Zoom account with 100 plus participants. Elyse shared that there is a CGA email we could use. Christine will investigate further. Danielle motion that CGA get their own Zoom account to host 300 people. David seconded. Upcoming workshop is with

Paisley had a great webinar that was recently shared to membership. Paisley shared her research project with Spanish meat goats and their cashmere harvest potential. Paisley is working on a guide for the development of this project and will keep us updated!

9. Fundraising

Updated CGA Logo Design

Danielle screen shared the logo to get feedback. Participants unanimously approved the new design. Bella also including a branding package/style guide with recommendation on fonts and formats.

Christine motioned that CGA accept the submitted logo design. Danielle seconded. Bella will continue to advise CGA on fundraising items and banners with our new logos. Danielle will approach Bella about a stipend amount that we can compensate her for her services as well as cost for future services. This will allow CGA to move forward with future fundraising ventures!

10. Social Media

tatiana Stanton's presentation added many new folks to our followers list. We are almost at 100 for our YouTube channel at which point we can have our own URL name.

11. Other Business

Hoofprints DUE by March 20th

Go Daddy Account – Elyse has already been paying for cashmeregoatassociation.org and cashmeregoatassociation.info. Go Daddy does offer cloud and email management costing \$430.00 per a year to host cloud services and manage 4 emails.

Pam responded that we presently are using a Drobox account and the email service is free. The only problem with Dropbox is that folks need to download it to use it.

Elyse recommends that we continue to gather information on this topic for **cloud services** since Google Drive is not the best location to keep all our information.

2022 Fleece Competition -Ron had a question regarding the NWCA Fleece show for this year. He is concerned about not having enough fleeces. Tentatively looking at \$15.00 per a fleece entry fee. More information to follow.

12. Meeting adjourned 8:35.

Next meeting **April 10th @7:30**