

November 8th 2020 CGA Board Minutes

Attendees: Wendy Pieh, Pam Haendle, Elyse Perambo, Danielle Fowler, Sister Mary Elizabeth Garrett, Christine McBrearty-Hulse, Emily Clark, Gareth Crosby, Cameron Falkowski , Heidi Dickens

Guests: Ron Fiorica, NW Cashmere Goat Association President, Yvonne Taylor

Wendy called the meeting to order at 7:35

1. Call to approve the October 2020 minutes. Cameron motion to passed minutes. Emily seconded the motion.

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

Present Balance: \$6,226.31gathering more factual/

Elyse shared and reviewed the following report attached. The old PayPal account is not closed and continues to renew automatic memberships. This is occurring less frequently as it only pertained to a few memberships. Gail is assisting Elyse in gathering the necessary documentation to submit for our non-for-profit status. This requires documentation of meeting minutes, treasurer reports, fundraising, workshops, etc.

10/12/20-11/8/20					
Memberships					
2 -paypal new members	57.66				
Advertising					
Calendar ad	23.97				
Bank fee-monthly paper report		\$ 3.00			
Income in					
Total fees					
Bank balance as of 11/8/20			\$ 6,226.31		
Income in	\$ 81.63				
Total fees		\$ 3.00			
4 memberships requested to to be refunded from old paypal site on 11/6/20					
11/6/20 received an email from Jana stating that she had refunded them					

3. Membership

Three new members enrolled this month. Pam and Christine shared that the membership drive for the 2021 year will begin this month and continue until March 2021. Memberships from October 2020 on will be rolled into the 2021 membership year on the listserv.

4. Database

Pam shared that Jeremy has not responded to her request regarding the changes that need to be made. A service contract was paid in July to cover the cost of making such changes. Wendy will reach out to Jeremy about meeting this request in a timely manner.

Pricing: Pam shared that 16 people responded to the pricing survey regarding the database. There were a few requests for instructional YouTube videos about enrolling and navigating the database. Pam will attempt to create theses with support from Danielle, editor/social media specialist. Feedback from the survey included:

- June 2021 date to begin to charge for enrollment
- \$5.00 members per goat registration/ \$10.00 non-members
- Discount for 20 or more goats enrolled in a calendar year.

Cameron motioned that when the database is completely updated by the ***June 1st 2021 date that registration be \$5.00 per a goat registration for CGA members and \$10.00 for nonmembers with a 10% discount for 20 or more goats registered during a calendar year. There will be no charge for the transfer of ownership of goats.***

Sister Mary seconded the motion. (Sister Mary shared that she will be submitting an article for Hoofprints this month regarding the most recent regulations surrounding microchipping and how this relates to the CGA registry.)

5. Style Standard Discussion

Wendy proposed that the style standard discussion be tabled until a subcommittee can investigate information and represent perspectives that can be brought back to the board. Cameron discussed the importance of listening to the end users of cashmere, whether it be spinners, designers/ artisans. Sister also would like experts consulted like Deirdre Bushnell from Still River Mill. Heidi reminded the board of concerns with the lack of consistency in capturing accurate data regarding style at this time before we set a specific number value on the required standard. Pam shared that at this time there are a limited number of goats under scrutiny regarding the standard of style for the registry.

A consultant group will be chaired by Sister Mary Elizabeth to include (if willing) Gareth, Yvonne, Wendy, Maggie Porter , and Maryanne Reynolds.

6. Research Project

Heid Dickens does not expect to hear anything back from Langston until the new year.
(January)

7. Fundraising -Calendar!

Danielle has done an amazing job in creating the 2021 CGA Calendar for CGA's fundraising efforts. During her presentation she shared the following information:

Calendar financial update

- 100 copies = \$566.41 (coupon code ONLINE25)
- Ads sold totaling \$161
- Cost to print 100= \$ 405.41
- Approx. 2-week standard no-rush turnaround time
(including proof, printing, and shipping)
- Each one should cost ~\$4 + \$3 to ship

***Cameron motioned for the 2021 CGA Calendars to sell for \$15.00 each. Christine seconded.**

8. Committee Check Ins

- **Social Media** –Danielle will keep the Ambassador Program open indefinitely as ribbons have already been purchased. The program details will be shared with the NW Cashmere Goat Association as they may have members who are interested.
- **Shows-** Cameron has researched other venues for the 2021 show year. Ease of travel location and attendance potential are all factors that vary. Some of these venues have dates that are being booked out already. Wendy asked if Cameron and Sister collaborate and create a list of options for show venues for the 2021 year for the board to review at our next meeting.
Sister explained the reasoning behind possibility of leaving the Vermont Sheep and Wool Festival as the concern over limited space for animals to be safe. Discussion followed regarding offering 4-H shows but the need for more judges. The judging clinic committee will reconvene with Christine outlining a sample template of Zoom judge training series in which our present judges could potential start educating new judges. The sample template will be reviewed by the existing judging committee. The judging clinic topic will be on next months agenda.

5. Other-

Gareth will take some time to become acquainted with the group and the relevant topics that we are addressing. She is willing to assist with social media if the need arises.

7. Next meeting December 13th @7 :30 PM

8. Meeting adjourned 8:25