

MABA Alpaca Celebration

Show Committee Meeting 5.18.08

Meeting came to order at 2:00 pm at the Glenwood Branch of the Howard County Public Library on Sunday, May 18th.

Present: Andy Schneider, Mary & Barry Clark, Dave Nye, Jess & Chris Armstrong, Gail Campbell, Renee Petersam, Cindy & Erica Watkins and Teece Nowell

Jess Armstrong asked that everyone review the AOBA events listing to determine if there are any corrections needed. The link was emailed to the group and folks were asked to report back with changes. He also urged committee members to volunteer for tasks they find of interest as there is much to be done.

Status reports ~

Sponsorships: At this time we have 13 platinum sponsors. Teece feels the lower level sponsors will begin to fill in once the web module is in place. There was discussion about offering fleece class sponsorships as well and general agreement it was a good idea.

Budget: Dave circulated a tentative budget, numbers are still coming together. **The committee was asked to review and report back** with questions or concerns. At this point we do not have a check request voucher, **Dave will continue to follow up with Nancy** on this issue and make updates to the budget as numbers become available.

Marketing: The first Alpacas Magazine ad has been submitted. **Teece will follow up with Barry & Steve regarding the next ad.** There was discussion about an email blast to announce registration dates. AOBA charges \$200 for each blast and it takes as much as a week to be sent. General agreement was it would be a good idea to use AOBA but target the states we want to hit. **Barry will look into facilitating the blast and determine if we can send to leads as well as established farms**

Public Relations: Getting the word out about the show is key. Various local papers should be contacted and radio spots were also briefly discussed. **A volunteer to head up public relations is needed and will be on the next meeting's agenda.** Jess reminded the committee members to speak up if there was a task they were interested in managing.

Web Site: Chris provided a quote from Steve Quigley for doing the website show module (excluding the on line registration which will require a separate quote). The committee approved the number and gave the green light. **Chris will move forward with the creation of show info pages**, modeled after the MAPACA site. At Steve's suggestion, the pages will be reviewed by AOBA prior to being submitted

for posting to avoid unnecessary fees. On line registration would be an adjunct to Steve's work. The committee determined on line registration was desirable but not on line payment.

Show Book: A quote for printing a 32 page show book in four color based upon the design from the Maryland Show was provided. **Chris will provide a revised quote** to include higher quantities and more pages and design will be obtained for the next meeting.

Fleece Show: **Renee will check on the status of the judge's contract.** Jess conveyed a request from Winne Labrecque to have Ruth Elvestad allow for an apprentice judge (Winnie would be that person). Renee expressed concerns about the fleece show being moved out of the main building from a traffic standpoint, a direct route to the barn will not be available because of the location of standard size "people" doors. Additionally, the lighting and heating of the Rabbit Barn has not been included in the budget. There was discussion about how the winning fleeces could be brought into the main arena for presentation to the public and what the timing and location may be, no final decision was made.

Flooring: General discussion about the cost of sod, how to dispose of it and the downside of cardboard chips and straw from an aesthetic and practicality standpoint. Jess provided the quotes for sod in the show ring and in the pens. There will be additional costs involved in cleaning up after sod is removed and this is a "soft" number in the budget due to the variable and labor costs. **Teece offered to contact Stephanie about the possibility of dropping the used sod off on her property after the show. A local nursery may also be worth contacting and Chris will make some calls.**

Show Solutions: Jess provided a quote for the Show Solutions screens and there were some questions about the overall necessity of the system. Many expressed that it gives the show a professional look and is quite well appreciated by exhibitors. Some trouble with the system was apparent at a recent show and **Jess and Teece will make calls to determine the same issues would not arise with our show.**

Show Layout: Jess provided stats from the Maryland Show, there were 227 pens and 504 animals. A few revisions to the floor plan were introduced which incorporated larger show rings than previous plans, some with and some without bleachers. 251 and 239 8 X 10 stalls were the pen space options. General agreement was reached that we need to keep the bleachers and create more show ring perimeter, therefore stalls would need to be eliminated. Teece requested additional discussion about moving the fleece show out of the main arena to accommodate 9 more stalls. One last round of layout revisions will be made for review, one which removes the fleece show and one which does not. Teece assured the committee that Al Beatty, our fleece show Super and Fleece Show Platinum sponsor, would be fine with moving the fleece show. **Chris will make the revisions and have them available at the next meeting.**

Vendors: After speaking with vendors at the Jubilee & PAOBA, Jess found that there was not much interest in coming to a fall show of our size with the vendors of choice. Local farm supply or feed supply companies may be interested. Additionally, because we will allow farms to display and sell alpaca merchandise, the public's ability to buy alpaca items will not be inhibited. More discussion needs to take place, at this time no space has been planned for vendor displays in the main hall.

Seminars: Lora McMunn, BOD Education Liaison, is currently working on a slate of seminars. The committee feels that basic info for new and potential breeders would be the best way to go. There was discussion about having the seminars in the Rabbit Barn or possibly in the front show office space, or not at all. No final discussion was reached, Lora was not present to comment.

The next MAC meeting is scheduled for June 14th, time and location to be announced.

Minutes

Meeting adjourned at 5:00 PM.