

Pygora Breeders Association April 2020 Board Meeting Minutes

President Nan Nichols opened the regular quarterly meeting on April 6, 2020, via Facebook Workplace. All directors reported as present: Fran Bishop, Chris Utterback, Ruth Hawkins, Nan Nichols, Christine Nauman, Collen McGee. Other PBA members present as guests were Brette Soucie, Maggie Leman, Erica Brown, Kari Schroeder, Amanda Sadowski, Julie Case, Debbie Eubanks, Beverly Vanhook Screy, Korina Groff, Brette Soucie, Deborah Christensen, Lisa Roskopf.

Minutes from the January 2020 meeting of the board were posted by Christine Nauman and approved:

Fran - approve 4/6/2020
Nan - approve 4/6/2020
Chris - approve 4/6/2020
Collen - approve 4/6/2020
Ruth - approve 4/6/2020
Christine - approve 4/6/2020

Fran Bishop submitted a Treasurer's report (2019 Year End & 1st Quarter 2020) that was posted and approved:

Fran - approve 4/6/2020
Nan - approve 4/6/2020
Chris - approve 4/6/2020
Collen - approve 4/6/2020
Ruth - approve 4/6/2020
Christine - approve 4/6/2020

All committee reports below were submitted by Ruth Hawkins, posted and approved:

Fran - approve 4/7/2020
Nan - approve 4/7/2020
Chris - approve 4/7/2020
Collen - approve 4/7/2020
Ruth - approve 4/7/2020
Christine - approve 4/4/2020

April 2020 PBA Reports

Committee Reports:

Breed Standard Committee

Chair: Brette Soucie pbaregistrar@aol.com;

Members: Lisa Grzeskowiak, Terri Kistler

First off, thanks to Lisa and Terri for joining the Breed Standard Committee. I hope we never have anything contentious to discuss! I have also initiated correspondence with other prospective committee members hoping to have at least five people.

Educational Fund Committee

Co-Chairs: Julie Case juliewgw@gmail.com & Patricia Young info@yaklady.com;

Members: Christine Nauman

Nothing to report.

Fiber Committee

Chair: Amanda Sadowski sunorahfarm1@gmail.com

Members: Debbie Eubanks

Budget:

The Fiber Committee has been in contact with Yocum McColl who has decided to retire from the business and will no longer be doing fiber analysis. The Fiber Committee will be working with Yocum McColl and the company they sold their equipment to see the feasibility for the PBA to continue to have fiber analysis done by them. Additionally, we will be researching other companies and institutions that currently offer fiber analysis to see which tests are available for fiber analysis for our breed.

Judges Training Committee

Chair: Lisa Roskopf lisa@hawksmtnranch.com;

Member: Liza Sanford-Crane

Budget: none

Nothing to report.

Merchandise Committee

Chair: Erica Brown remymclean@yahoo.com;

Members: Ruth Hawkins

Budget: \$500

The Merchandise Committee reports the following items in our inventory:

1 License Plate

8 Stall Signs

2 - 2020 PBA Calendars

4 - Showmanship Books

4 - Pygora Management Books

26 - Fiber Fun Books

Items sold from January 1 to March 31, 2020:

1 - PBA Calendar

5 - Fiber Fun Books

1 - Pygora Management Books

The Merchandise Committee will be publishing a 2021 PBA Calendar and hope to have it completed by September 1, 2020 for it to be sold at some of the PBA Shows and Fall Fiber Festivals.

The Merchandise Committee is currently putting together a spring PBA logo shirt pre-order. Pre-orders will be taken through the PBA online store. It will include unisex t-shirts, tank tops and hoodies. Extra shirts ordered, during the pre-order, will be put in the PBA store for sale.

<https://www.freewebstore.org/pba-market-place>

The Merchandise Committee consists of Ruth Hawkins and myself and we are always looking for creative individuals to join us.

Public Relations Committee

Chair: Kari Schroeder crickview@pocketinet.com;

Members: Collen McGee,

Budget: \$1,250 per year

The PR Committee had a phone conversation to flesh out more of our plans for 2020. The following is a summary of our discussion.

Tracking Effectiveness of Ad Campaigns

The PR committee has had numerous conversations throughout the years about how to track the effectiveness of their different marketing endeavors, which in turn would help them use the smallish budget in the most targeted and effective. This is a challenge for any industry since the effects of different advertising campaigns may come back in a roundabout way (e.i. one person sees the ad and then tell someone else). Also industry statistics tell us that people need to have an idea presented to them a

minimum of three times before they will think about it seriously, and that presentation could be an ad, seeing a booth at a fiber festival, or a spinning friend mentioning it to them, but you have no way of tracking all those different sources. This means that even if you have a way to track return on a specific advertising campaign, it can still be unclear if that was the only effective campaign.

One way to track GENERAL effectiveness of overall advertising is with the number of hits on the PBA website, an increase in members for our Facebook groups and/or Facebook page engagement rates. Are they increasing? However, to monitor that success, the PR committee members need to be admins on the groups. This resource still only shows a small scope of responses, but what we can gather shows we are having a slight increase in clicks and engagements, so this is a positive trend. Another difficulty we face is gathering Web analytics. We don't have access to the hit counts or any analytical resources for our website so we can't see if a day that a Facebook ad is published has any correlating effect. We will continue to pursue more clarity and better information with all these resources.

Overall Plan

Because we do not have a way to get definitive numbers on specific advertising campaigns, the PR Committee has decided to follow advertising avenues that are generally accepted in advertising as effective.

-Word-of-mouth (members sharing and having booths at fairs, etc.)

-Social media (Facebook and webpage)

-Print ads to a limited extent on a national level.

-Media Kit development to present accurate information.

The details areas follows:

1) Word-of-mouth / Booths at Fiber Festivals. We rely heavily on our members for this avenue, but in general word-of-mouth is considered one of the most effective ways to advertise. If you can get one spinner to rave to another about the wonders of Pygora, they will likely be more sold on the idea than if they see a print advertisement. The same goes for talking to someone face-to-face at a booth. The Committee will continue to support our members in whatever way we can to this endeavor.

2) Social Media. In addition to the PBA website, we have three Facebook presences.

Facebook Groups. Our two Facebook groups are the Pygora Breeders Association Members Only group, and the Pygora Goats group. Both of these groups need to have members approved to join and all approved members can join. These pages unfortunately cannot give us statistics on "number of hits" because group pages are not set up that way. But they are still good resources for the members to share and connect regarding Pygora goats.

Organization/Business Facebook Page. We also have the Pygora Breeders Association Page (this is different from the Members Only page).

This is an ORGANIZATION page and anyone who wants to can visit and comment, but only administrators can post (i.e. you do not need to be approved as a member to participate on this page). It CAN track hits and gather statistics, so it can give us some information about how many people are looking at it. Collen has graciously been administering this page for some time now, posting little tidbits of information about Pygoras occasionally that would hopefully draw people in. This is our true advertising

Facebook page for PBA, and if any members have photos or info they would like to share on it, they can contact Collen. This will help advertise the organization as a whole.

PBA Website. Our website is another great way for people to find information on Pygoras who are searching the web. Our Web hosting company for the PBA website should be able to give us numbers regarding how many hits the website is getting, but we still need to research how we can get this information.

3) Print Advertisements or Articles. This year, we plan to spend our budget for print advertisements with Countryside and Small Stock Journal. This publication also has an online version so gives us another online venue for reaching people interested in Pygoras. In addition to the ad, Collen was able to negotiate with Countryside and Small Stock Journal to also have two Pygora articles run at some point during the year. So we are able to get a pretty good bang for our buck with the publication this year, though we may not be able to replicate that in future years. We will also be making an attempt at contacting Goat Journal regarding future advertising, but more importantly for potential articles that we can contribute that are more accurate and can help repair some of the damage the previous, inaccurate, articles may have done. The Committee wants to start getting the information out to our members about the advertising coop opportunity that the board approved in the October meeting.

In summary, three members would coordinate a print ad that would include the PBA logo and website, in addition to the breeders ranches and/or event that they were sponsoring. The PBA would pay 10% of the ad cost up to \$25 for each ad. This program helps both the members and the PBA get advertising out there by sharing the costs.

4) Media Kit. A new idea that was recently proposed is to have a media kit created that can be presented to people/organizations requesting information for articles or events. It would include photos as well as information, and even possibly fiber samples (real samples or good photos of samples). This is a new idea that still needs to be fleshed out, but could be an excellent tool for the PBA to have available. However, it cannot be the only source for reporters who are mandated by professional ethics to have living sources to quote. Most publicists require at least two sources –and one must be a person.

Youth Committee

Chair: Janet Tilp janettip31@gmail.com;
Members: Karen Price, Christine Nauman
Budget:
Nothing to report.

Other Reports:

Newsletter Editor: Maggie Leman maggidans@msn.com

Not much to report. Nan has supplied a printer local to her that can handle the election ballot insert into the newsletter when we need that service again. It has only been necessary 3 times in the past while I have been editor. This printer is a bit more expensive than Printing Center USA that I have used for the last 3 issues. Printing Center USA can not do the insert of the ballots.

Registrar: Brette Soucie pbaregistrar@aol.com

Thanks to everyone for welcoming me as registrar. I know I have big shoes to fill and will do my best to fulfill all the duties in a timely manner.

I officially took over as registrar on 3/1/2020, though work could not commence until 3/20/2020 due to a rogue box of registrar materials taking a tour of the US.

In this month, as of 4/1/2020, paperwork has been submitted for 11 preregistrations: 7 does, 3 bucks, 1 wether.

Paperwork has been submitted for 57 permanent registrations. Of the permanent registrations 14 have been completed, 8 mailed back due to inadequate fiber samples or pictures, with the remaining awaiting confirmation on fiber type by the amazing Lisa Grzeskowiak. Due to the 'Stay At Home' order I have mailed her the remaining samples.

I also am trying to only go to the post office once a month (for the sake of myself and postal workers), and am hoping all our members have some patience.

Lastly I've been working on filling the spaces on the breed standard committee and am grateful to have Lisa Grzeskowiak and Terri Kistler.

Show Secretary: Nan Nichols fiatluxfibers@hotmail.com

In the recent past, our PBA shows have been held between July-October of each year. Tentative plans are in place for the Washington County Fair, Michigan Fiber Festival, Oregon Flock and Fiber Festival and Southeastern Animal Fiber Fair, though it's too early to know if these event-sponsored shows will be held as scheduled, due to possible limits on large gatherings of people. It's fun to mingle with other fiber and Pygora fans, and shows at fairs and fiber festivals are an ideal way to educate non-owners about this breed. However, our goats continue to grow beautiful fleece – so if the regular goat/fleece shows are cancelled, it might still be possible to host regional fleece shows. Regardless, please consider chairing or organizing one in your area! There are lots of helpful links available under the "Shows/Events" tab on the PBA website (<https://www.pba-pygora.org/Shows.html>). I'd be happy to share spreadsheets or other templates to help with show entries and recordkeeping, and can be reached at fiatluxfibers@hotmail.com. In closing, here's a great suggestion from another member – what about holding a fleece show with streaming or archived video!

Treasurer: Fran Bishop RSAPYGMIES@aol.com

Consolidated Treasurer's report 2020 as of March 31, 2020

CD Balance is \$2,578.32

Checking Account Balance is \$22,255.86

Total Income is \$1,622.54

Total Expense Paid is **\$1,174.22**

Webmaster: Maggie Leman maggidans@msn.com

Not much to report. New registrar's contact information is on the website. There is a small snafu with some zip codes on the membership list. Those that begin with 0 have the 0 dropped due to programming in the database. I have been unable to correct it. I know what I need to do, just can't seem to get the membership database to accept the change. I will look into it further as I have time.

Old Business

Embryo Transfer Form

After discussion and modification, the Embryo Transfer form_v4 was approved unanimously.

Embryo Herdname Designation

Embryo transfer was accepted for breeding Pygoras in October 2019. The motion did not specify how to assign a herdname.

Motion 20-3 to require all progeny produced with Embryo Transplant to carry the herdname and tattoo of the owner of the donor doe.

Maker- Fran Bishop, Second Ruth Hawkins. All voted in favor.

Update of "Rules for Pygora Goat Registration"

The PBA website has a reference posted under the "forms" tab that needs to be updated with regard to the newly approved ET Process. All voted in favor.

Job Descriptions, Review/Revision: Archivist

The PBA does not have a Job Description for a separate "Archivist" position. References to those responsibilities are found under the Treasurer & the Registrar positions. Fran Bishop is currently the "De Facto" Archivist for the PBA.

Motion 20-4: PBA Archivist Volunteer Job I move that the PBA creates a job of Archivists. The Archivist section in the Registrar's job description (as follows in quotations) moves to the job description of a designated Archivist. The Archivist will be appointed by the President, with approval of the Board of Directors. The Archivist will work under the supervision of the President to maintain the PBA archives and history.

- Keeps the President informed of the location and access to archives material.
- Acquires and safely stores all records of value which pertain to the conducting of business as well as the historical development of PBA. These include PBA documents: ByLaws, Show Rules, the Operating Manual and Job Descriptions. Also to be included are computer disk back-up tapes, Newsletters, tapes and minutes from Board meetings, motions, the Breed Standard, training manuals and all other publications produced by the organization."

Maker - Ruth Hawkins, Seconded - Fran Bishop. All voted in favor.

PBA Archivist Appointment

Fran Bishop is the de facto archivist for the PBA at this time, and would be a logical appointee at this time. Please vote on accepting Fran Bishop as the PBA Archivist.

cat west - NA, Fran Bishop - yes, Ruth Hawkins - yes, Collen McGee - yes, Christine Nauman - yes, Nan - yes

PBA Treasurer Job Description Review/Revision

All voted in favor of the changes.

Mar 2020 PBA Directors Election; Board Expansion: ByLaws & Questionnaire Results

The PBA Questionnaire & Ballots & were returned by 22% of the members. All ballots were to be postmarked by Mar 31, and to allow some “grace time”, returns have been given until 14 Apr to be counted; none have come in after Mar 30. Many thanks to Elaine Deegan for receiving and counting the returns!

A large majority approved amending the ByLaws to allow an uneven number of board members; a nearly 2:1 majority approved adding 3 members, with “at large” candidate selection.

Three “regularly elected” board members will join the board at the July meeting: Kari Schroeder, Debbie Eubanks & Beverly Van Hook-Schrey, and they will serve two-year terms, through June 2022.

March 2020 PBA Directors Election; Board Expansion: ByLaws & Questionnaire Follow-up

The current board needs to address the election process to install the newly approved additional board members.

A nine-member board could be accomplished by 1) holding a special election over May-June 2020, to target all new board members being installed in time for the “regular” start of new terms in July 2020; or 2) waiting until Jan 2021 for the usual nomination deadlines to be applied, with new members joining the board in July 2021.

Regardless of the “start time” for an expanded nine-member board (either 2020 or 2021), if three new members begin their terms at the same time, the revised ByLaws could be fulfilled if one served a *one-time only* three-year term, and two served the standard two-year terms. Thereafter, alternating years would have 4 or 5 members up for election. The initial “4-5” numbers could be achieved by approving a *one-time only* three-year term for the director who collects the highest number of votes.

Motion 20-5: Election Process for Board Expansion I move that we wait until the regular election cycle to add additional board members. A notice will be put in the upcoming June newsletter, letting members know of the change, and encourage more people to run for a board position. Maker - Ruth Hawkins Second - Collen McGee. All voted in favor

The next quarterly meeting is set to begin on July 13; all committee reports need to be sent to Ruth Hawkins by July 6, and all agenda items sent to Nan or another PBA board member by July 6.

Meeting adjourned on April 17, 2020.

Respectfully submitted by Christine Nauman, PBA Secretary