

## ***PBA Board of Directors Meeting April 7-15, 2013***

Hello and welcome to the first Quarter meeting of 2013.

The items on the agenda:

1. Social media policy
2. Fiber study
3. Newsletter Liaison
4. Election procedures clarification...(BOD project?)

Call to order April 7 2013

ROLL CALL: 4/7/13 DEEGAN, FROST, KISTLER, ROCK 4/8/13 BISHOP, HALLMAN

4/9/2013:

4Q 2012 MINUTES PRESENTED

ACTING PRESIDENT'S MESSAGE - Elaine Deegan:

Hello and welcome to the first quarter PBA Board Meeting.

We have a fully seated Board of Directors representing all regions. Newly elected Terri Kistler will represent Region One, Ruth Pohl Hawkins will assume a post for Region Two, and Allison Sluis will represent Region Three. Thank you all for your willingness to serve. There is a learning curve with this responsibility, and Fran Bishop, Deb Rock, and Wendy Hallman will continue their service and help mentor the new folks. I have a deep respect for these people who devote many hours of their own time for the good of the PBA. We have exchanged very frequent emails and I feel like I know and trust them very well! Service to others is a unifying force! Deb Frost and I will be leaving the BOD when the new Directors come on Board in June but we will both likely continue to volunteer for the PBA in some way. During our last meeting in December 2012, the petition to limit terms of service required a lot of discussion and thought. We as a BOD believed that imposing term limits was not in the best interest of the PBA. However, we felt strongly that the petition should go before the membership for a vote. The membership did not approve a term limits amendment.

And now we move on to lively and progressive topics! You will see from our Committee Reports that there is plenty of creativity and enthusiasm to share! There are other proposals on the agenda, and we look forward to a very collaborative meeting.

### COMMITTEE REPORTS:

#### Public Relations Committee Report - Kari Schroeder

The PR Committee Report is pretty much summed up in the above logo and tag line! We have put in many long hours refining this, even down to the right shade of brown for the goat. We have lost track of the number of designs, colors, and revisions we have had. We are extremely proud of what we have come up with (and, as the PR Chair, I would like to say a very big thank you to my wonderful committee and their generous input, time, and willingness to participate in the project. Many people made significant contributions of time, creativity, and energy). We feel this logo is easy to read, easy to recognize, still has the goat featured prominently, and gives a good representation of the curiosity and friendliness of our goats as it peeks over its name. We chose the colors to look professional, as well as natural. We also worked very hard on the tag line. We feel it incorporates all the many versatile facets of the Pygora (fiber, meat, milk, pets, 4H, weed eaters, companions), and yet still focuses on their wonderful fiber. (We plan for the tag line placement to be versatile - it can be placed where you see it with the logo, or used separately as a headline or in text.) It may seem like it has taken us a long time to come up with this one logo and tag line, but these things must be developed and chosen with extreme care and focus, because they will become the foundation of all our other advertising and promotional work. From this point, we will move forward with brochures, merchandise, advertisements, etc. all based on the same look and feel of what we see in the logo. We hope the board will agree that this new logo and tag line will represent our organization well, and that they will vote to approve the new logo and tag line. We already have big plans for them!

#### Youth Committee - Janet Tilp

I do not have too much to report. I am still working on the how to show fiber goats for 4-H. I had been busy with two of my senior 4-H kids creating a Fiber Goat Advancement for the Fiber Animal project. I hope to get back to the former project soon.

Judges' Training - Jill Gallagher: I have no report at this time.

#### Education Fund Committee - Carrie McLachlan

The Education Committee made several changes to the application (attached—the one with edits). We have added Meg Hilkey to our Committee. There is a request to post the new guidelines on the web and include in the Spring Pygora newsletter. We are still looking for 1-2 new members and encourage PBA members to apply. Strongly support those in regions of the country with new events to apply and think of creative ways to educate the general public about the Pygora goat!

Show Committee - Lisa Grzeskowiak: No updates from the Show Chair.

#### Webmaster and Newsletter - Maggie Leman

Newsletter - Nothing much to report. The March issue, with the ballot, went out on time. I overlooked publishing the Fiber committee report from Mary Donaty. My apologies. It is possible we may be needing a new printer, Beck Graphics is experiencing some business difficulties. Actually this is not really new news, so don't panic. I have an inside ear, my sister is their business manager. She will keep me well informed. Finding a new printer, even in short notice, will not be difficult. I believe we are behind

in publishing the meeting minutes. The last were from April 23, 2012 (these are also the last published on the website). I'm always in need of pictures and brief news items for the What's Happening page.

PBA Webmaster Report - The website will be moved to a new server at some point, according to our web host, Aaron Esterline. At that time the program I use to edit will no longer function properly. So there may be a "learning curve" on my part in using a different web editing program to make updates. I hope the only person who notices is me, but bear with me if it takes a day or so more for me to get updates posted. Recently, Fran was getting spammed from the Breeder's Directory form, Aaron put better spam protection in place, after my attempt failed. I have done some housekeeping on many of the pages, hoping for a more consistent look, please let me know if you see any problems. I'm always in need of Goat of the Month pictures.

#### Merchandise Committee - Renda Jones

The Merchandise Committee has been hard at work updating the Café Press PBA store. The store itself has new colors and the merchandise within the store has been organized into files for easy shopping.

We also have asked the PBA members to submit goat photos that might be featured on the merchandise. We have had a good response. The photos are all very cute and hard to choose. There is a voting poll for the "best" pictures coming to a close on a few yahoo groups. It is possible to alternate the pictures on the merchandise so everyone needs to keep checking the store.

It is very time consuming to organize and update the store so if anyone wants to help with this committee, we will always welcome more volunteers.

#### Membership Drive Committee - Allison Sluis

There is some confusion as evidently, Linda asked Deb Rock and Allison Sluis to do some work on the membership drive, but Allison didn't realize it was a long-term position (Deb, did you think it was?). We (the Board) maybe need to formalize this committee and get some members named to it. (Allison is also on the merchandise committee and will be a director so will probably be too busy to be a part of the membership drive as well).

#### Fiber Committee - Mary Donaty

In October 2012 I was asked to be the Fiber Chair for the Pygora Breeders Association. The first thing I did was conduct two polls in November and the results are below. I also committed to documenting my fiber experiences as a reference. I have done so and I called it: Fiber A-Z in Simple terms. It is written as a guide with many references and links through out. I did this for hair fiber in general not just Pygora. Here is the link: <http://paradisefoundfiber.files.wordpress.com/2013/01/fiber-a-z-in-simple-terms-jan-2013.pdf>

Comments and plan after the two Nov. 2012 polls: Trying to narrow so much information and variables into a simple solution, answer for all, is not possible in such a short time. But I hope these questions and answers give everyone a little bit of feel for what others are doing and thinking.

Things we knew from the Nov 2012 poll: There are approx 150 PBA members, 50+ on the Yahoo Pygora Bulletin Board chat line of which 25+ participated in this polling. So that is only 1/6 (One out of every 6) of the population or 16%. And that is not a big number. But for now it is what we have to go on.

As of today Jan 2013: I had no additional feedback as a result of posting this in the last newsletter.

What is also clear from the Nov 2012 polls: Time restraints to follow through with the fiber is not due to lack of knowledge and only 1/3 of that number are interested in a co-op. There is a need for assistance in handling the fiber. There is a need to offer marketing strategies of fiber. Items 2 & 3 are addressed in the A-Z document.

My Nov 2012 plan to get things moving based on these needs:

First Ruth H will be gathering data from anyone willing to provide a listing of events all over the country. Why? This will help us develop the fiber marketing strategies that this group has expressed wanting to explore. The list of questions for this task is complete and Ruth will be sending this request out first of next week. She will then compile it in perhaps an Excel sheet or? So we can move forward with whatever path that data leads us to.

*NOTE: After asking for information in several forms and having little response it is safe to say there is no interest in Ruth pursuing this further. The goal was to have a listing showing what opportunities are available to all.*

I will put together a step-by-step from shearing to finished product document to address the handling of fiber. I will get this out as time allows but I will not let this drag on either. Complete Jan 17 2013 Fiber A-Z in Simple terms.

There already is a list of fiber processors out there. And if you are not aware of it you can find it on the PBA web. 2013 is being updated and should be out in March 2013, 2012 is on the web now. I will also put together a list of questions to ask a processor before you send your fiber. Completed Jan 17 2013 and Part of the Fiber A-Z in Simple Terms

#### COMMITTEE REPORTS APPROVED

TREASURER'S REPORT AND REGISTRAR'S REPORTS SUBMITTED

TREASURER'S REPORT AND REGISTRAR'S REPORTS APPROVED

#### MOTION 13-1 (4/10/13)

MAKER Deegan

SECOND Kistler YES: BISHOP, DEEGAN, FROST, HALLMAN, KISTLER, ROCK YES

I move for the `allthingspba' Yahoo group to be the Official PBA-sanctioned social media list serve. It will be for the exclusive use of PBA members in good standing. The PBA will sanction the list and take over maintenance and moderation of the list. A PBA social

media director will be appointed by the PBA BOD, and be also moderated by another member per the social media director. The BOD must approve the social media director every two years.

MOTION 13-2 (4/11/13)

MAKER Deegan                      SECOND Kistler      YES: BISHOP, DEEGAN, FROST, HALLMAN, KISTLER, ROCK

Thank you all for your comments. We appreciate the comments and insightful questions of how the data will be applied. I will defer to the Fiber Study Committee for their application of this information for the membership to use. As for now, I think we can : 1 Look to defer action at this time at this time the on the 2015 fiber study proposal, and 2. approve the Fiber Committee's request to solicit interest in the lifetime (longitudinal ) study. So, I move to accept the Fiber Study Committee's recommendation to solicit interest in a longitudinal study from the general membership, and to report their findings at the June 2013 meeting. Also, to defer further discussion of the 2015 fiber study at this time.

DECIDED A job description would be posted for the liaison for the newsletter, and qualified applicants sought.

MOTION 13-3

MAKER Kistler                      SECOND Hallman      YES: BISHOP, DEEGAN, FROST, HALLMAN, KISTLER, ROCK

I move that we submit the following clarification to the bylaws to the membership for a vote in the next Pypeline:

VI. E.      Vacancies on the Board of Directors will be filled by appointment of the president with approval of the Board. The appointed director will serve until the next regular election for the position they filled.

Motion 13-4 (4/14/13)

MAKER: Deegan                      SECOND: Kistler      YES: BISHOP, DEEGAN, FROST, HALLMAN, KISTLER, ROCK

I move that we accept the PR Committee's new logo and tag line as developed for the exclusive use of the PBA. The new logo/tag line will be added to the website immediately. New forms with the new logo will be ordered as the old forms run out. The logo will be added to brochures, T-shirts, etc. as the 'branding' is developed by the PR committee. This motion is effective immediately.

Meeting adjourned 4/15/13

Submitted by Deb Rock, PBA secretary