

Board of Directors Meeting
Wednesday, May 13, 2021
7:30 pm
Dial In 1-605-313-6184
Passcode: 762661#

• **Board in Attendance:**

X President: Jeff Jorritsma
X Vice President: Justin McElroy
X Treasurer: Jay Russell
X Secretary: Chuck Jewell
X Karen Clark
X Sarah Lamanna
X Nikki Addicott

Meeting: Open (Jeff)

Welcome & Call to Order @ 7:32pm

Discuss & Accept April 14, 2021 minutes

Discuss at next meeting to approve.

Treasurer's Report:

Checking- \$24,167.92

CD 8562- \$10,313.37

CD 8570- \$32,049.23- Matures on 5/22/21

Justin makes motion to cash in CD 8570 and put in checking account and check options, second by Sarah.

All in favor- 7, opposed- 0.

Justin makes motion to pay the \$300 bill for integrated marketing services, Karen second.

All in favor7, opposed-0.

Karen makes a motion to approve treasure's report as, second by Justin, all in favor- 7, opposed- 0.

Checking accounts are set up for Showtacular and for The Fiber Project, correct? Both accounts are set up.

Old Business: Bylaws updated- need to go over and vote and then if BOD approves membership must be given a written vote to update- would like to try to plan a face-to-face meeting to start working on this. *Table until next meeting. (possible 3rd weekend of Aug 20-22 for Fleece show and picnic? Look into Judge and Fleece Super?)*

Logo Graphics- which one are we voting for? Do we want such a large change on the logo? *Wait until after the Showtacular To decide more.*

Parade of Champions- EAA can set up a booth there and take product to sell per Lynn Edens- are we doing this and who will be running it? *Theresa and Chuck are you going? Yes, Theresa and Chuck are going to POC*

Trailer-

hold off on making final decision until June 2021

Carpet must be removed from storage unit no later than May 20th or EAA will need to pay for a month of storage- Jeff will try to get down there before to get it.

New Business:

Fiber Festival in Bouckville Sarah? *Who will be helping run it? Is this paid for? Pass on it for this year.*

Marketing: Budget for EAA and Showtacular- *Use what we*

need as we need it.

Sarah to talk about below:

I do know Showtacular has a website and we need to get ahold of them- although he is a shearer and very busy.

H. al

I know we have a meeting on Thurs - just some thoughts

- the Showtacular website is still not updated with any 2021 show information - is a website needed? If so, perhaps we need to own it and update it- as Mary Reed does her shows website

- The Showtacular Facebook page is permanently closed. Not a problem - all updates for the show need to be on our EAA page. I can do that but will need to know the specifics of what the committee wants released & when

- I'd like to add 'events' to our FB page and need to know details of upcoming events EAA is hosting or attending

- Should we also have an Instagram account? FB & Insta are connected so one post can usually be added to the other. Younger than me, people tend to use Insta more. EAA should be using hashtags- ideas are #empirealpacaassociation kinda long #Empirealpaca- shorter is better #EmpireExtravaganza2021 #AlpacaShowtacular2021 or similar. EAA seems to be related to airplanes pilots aviation etc. For those who want more info on Insta vs. FB -

Website changes? See above.... Sarah to go ahead and link the Instagram and FB.

Any new information from the following? No new news and the below.

Also on marketing: Sarah to talk about each of these

Taste of NY

Animal Fiber PWT

Marketing EAA products online

CCE- July 22 will be doing a meeting at Autumn Mist

Vermont Wool Project- (could be something fiber and marketing could look into together)

Yarn Project update- Insoles update... Nikki has them right now. Working on the EAA store set up.

RFP for 2021 yarn project? Justin makes a motion to not do RFP for 2021 Fiber project, Karen seconds. All in favor-6, opposed-0. Jeff not part of the vote.

Checking account update- Fiber account is setup now. Fiber account to start with \$1,500.

Newsletter- Sarah would like to put information about the show in the newsletter...what else should be going into the newsletter? Put fiber info in for drop off locations.

Membership: How do we improve numbers? Eblast giving member benefits? Looking into more ideas to boost memberships.

Showtacular 2021-

Date: Halloween Weekend in dairy building

Judges- Helen Testa and Amanda Vandabosch

Hotel- Holiday Inn Express and Best Western.

Food Truck- 3 food trucks (American Cuisine, Wood Fire Pizza, and Breakfast truck)

Corporate Sponsors- need to go over the sponsorship pricing- Jeff and Nikki to work on another Corporate Sponsorship level a little lower.

Live Auction- Julie Butler handling NEAOBA side

Lennie speaking to Judy Schroeder about replacing Sue Ives for Halter Super.

Walking fleece super- Angie Grove

Walking Fleece Judge: Stephanie Glyptis

NEAOBA Halter- Nick Harrington Smith and Diana Timmerman.

Showtacular meeting- hoping to meet soon.

What questions does EAA board have for Showtacular board? *Email questions to Show committees*

Next meeting date: June 10, 2021 @7:30pm.

Conclusion of meeting:

Motion to Close- Karen, seconded by- Jay.

All in favor-7, opposed-0.