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**Board of Directors Meeting Minutes**  
**July 01, 2019 (Mon.)**  
**07:30 pm – 09:30 pm (EST)**  
**Dial-In: 866-244-8528 / Passcode: 940707#**

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**I. Meeting Open: (Ken)**

- Board in Attendance:
  - President: Ken Clark
  - Vice President: Joe Crocco
  - Treasurer: Holly Jacobs
  - Secretary: Jim Evans
  - Member at Large: Jay Russell
  - Member at Large: Chuck Gerber
  - Member at Large: Chuck Jewell
- Welcome & Call to Order
- Discuss & Accept June 2019 Empire Minutes by Jay, seconded by Joe, all were in favor, opposed none.
- Review and approve agenda for July 01, 2019:

**II. Treasures Report: (Holly)**

- Bank Balance: \$37199.84
- Outstanding debt: \$122.50 to Janelle
- CD balances 13 month \$10,093.58, 18 month \$10,098.47, 27 month \$30,305.15

**III. General Discussion: (Ken)**

- Via email:
  - Ken Clark brought to the attention of the board that Chuck Jewell is interested in joining the BOD. Holly Jacobs made a motion for Chuck Jewell to fill the vacant BOD position Jim Evans seconded and all members were in favor. All motions and votes were done via email. Chuck Jewell's term on the BOD goes to November 2021.
- Fiber Project Discussion and Vote.

The BOD went to executive session @ 7:25 to discuss the various proposals presented by the fiber committee.

Chuck motion to leave executive session Joe second all in favor Out of executive session @ 8:40

Chuck motion to accept the neafp proposal, Thank the Fiber Committee for all their hard work, Send thank you letters to the mills that participated in the RFP and approve to dye yarn from neafp as required. Chuck Jewell second. Joe, Jim, Ken, Chuck G, Chuck J, approve. Jay disapprove, Holly abstain

Motion is approved by a vote of 5 for, 1 against, and 1 abstained



#### IV. Standing Committees Reports:

Committee members need to be in good standing with the association to serve on a committee.

**EAA Membership Drive: Responsible Party/Contacts: Jim Evans** **Second: Chuck**

- Grow Association: pursue farms outside of NYS starting with New Jersey?
- Membership letters sent to date:
- 24 members as of June 21<sup>st</sup> 8 of which are fiber members
- Request as secretary that I send membership reminder emails to last year's members who have not yet renewed. **Approved**
- Janelle made a repair to the web site membership renewal procedure.

#### NYS COMMITTEES/ASSOCIATIONS:

**CAO: Responsible Party/Representatives: Jim Evans** **Second: Ken**

- Any new items from CAO? **No**

**FFA/4H GROUPS/Education: Responsible Party/Contacts: Jay Russell** **Second: Ken**

- Youth at Showtacular:
  - Plan – Need a sketch of 2019 plan by July Board Mtg
  - See email from Jay on June 27<sup>th</sup> attached. **Tabled to August**
- Seminars:
  - Jay discussed borrowing NEOABA video to show for youth and at public events. Where do we stand with this? Can we make our own?
    - **Discussion on when and where to hold seminars:**
      - Possible Locations:
        - Stoney Meadows Farm – Western New York **8 signed up**
        - Rose Haven Mill – Southern Central New York **2 signed up**
        - Location in Est/North East New York? **Are we doing a 3<sup>rd</sup> seminar?** **Not doing a 3<sup>rd</sup> seminar**
        - I propose we begin planning seminars for next year and I would like to suggest some ideas and help Jay anyway I can
- Other potential topics for 2019 or Future Years Summer Seminars
  - Neonatal W/ Cheryl Dewitt
  - Alpaca Yoga



- Parasites
- Alpaca Fiber Options
- Alpaca Health Care W/ Dr. Heather Jenkins
- Alpaca as therapy animals
- "It's all in the Breeding W/Nick Harrington-Smith
- Taxes
- Pasture Maintenance
- Alpaca Photography

**RHINEBECK SHEEP & WOOL: Responsible Party/Contacts: Joe Crocco**

**Second: Jim**

- o Do we keep this item on the agenda or do we feel that it will never happen? Joe was going to reach out one last time, where do we stand? **DONE for this year!**

**FIBER COMMITTEE: Responsible Party/Contacts: Holly**

**Second: Ken**

Theresa Jewell fiber committee chair will be joining us for the fiber committee portion of this meeting.

- o Ken working to put together proposal for 2019 Fiber processing for yarn and sock project. Completion delayed due to Ken's shoulder surgery. Expected completion by or before July board meeting.
- o I propose we consider having Theresa join the fiber committee portion of every BOD meeting, as Fiber is our biggest asset and I feel the BOD should be in direct contact with the chair. **Not discussed this meeting.**

#### **MARKETING/WEBSITE/FB-SOCIAL MEDIA/EBLASTS**

**Lead: Marketing: Responsible Party/Contact: Chuck Gerber**

**Second: ????**

- o Targeted and Broadcast Advertising to promote awareness of alpacas, alpaca ranching and alpaca end products (fiber and food).
- o Envision a strategy that will benefit all size farms in NY.
- o Print, radio & local TV Ads Discuss advertising options/prices

**Chuck emailed a radio proposal for advertising potentially for Showtacular (minimally) Email is attached. Please review his email and share your thoughts and comments about advertising being a tool for the future of our industry.**

Everyone has had a month to review Chucks Marketing proposal, what direction are we going to go with this?

- o Fund raising for advertising.



- Seek out possible Grant options.
- Keeping members informed of upcoming events: planned and scheduled
- Advertising member's products and services on web site.
- Add membership renewal to website
- **NEWSLETTER: Responsible Party/Contacts: Ken                      Second: ??????**
  - Monthly newsletter. There were no articles received for the June News Letter? What are director's intentions on future newsletters?

**Ethics Disclosure Lead: Chuck Gerber**

Chuck will be emailing a sample/beginning disclosure for the BOD to review. **Both Joe and Jay will be emailing the BOD examples of disclosure statements. Ken will email hard copy of our liability insurance.**

**NOMINATING COMMITTEE:**

**Lead: Responsible Party/Contacts: \_\_\_\_\_Jim                      Second: \_\_\_\_\_Ken**

- Report on members volunteering for nominating committee
- Election Committee:
  - Three positions open – Ken, Joe and Jim
  - Nominating Committee:
  - Candidates are: To be determined, 6 ideal list
  - Timeline is:
    - At least 6 Candidate Names by August 11th
    - Candidate Bios in to Chair by August 18th, to be forwarded to Secretary
    - Ballots go out Approx. 8/29
    - Last Mail Date accepted 9/23 (mailed to accountant)
    - Accountant sends results to me approx. 9/29 or earlier
    - Goal to have in person board mtg. prior to Showtacular to meet new directors and also vote on next year's officers so we can announce them at the Empire Member Meeting.
    - Discussion on candidates:

General discussion:

- Website
  - Are BOD members contact info up-to-date/ please review and make necessary changes?



- Minutes are not on web site, at one point they used to be. Is this a requirement? If so, who do I send them to for posting? **Minutes should be added to website**
- Are our by-laws up-to-date on the website? I believe there have been some changes that have not been posted.
- I propose we move membership renewal to January starting 2020.

#### **EVENTS:**

#### **SHOWTACULAR: November 7-10, 2019, NYS Fairgrounds, Syracuse, NY**

EAA Leads: Joe Crocco/Ken Clark

NEAOBA:

Others to be assigned as required

1. Food & Venue:
  - a. Meet & Greet Donor,
  - b. Auction Dinner Event
  - c. Judge/Super Lunches
  - d. Volunteer Lunches
  - e. Sponsor Lunches
2. Hotels – Negotiate reduced rates at 3 hotels
  - a. Host hotel: Embassy Suites: Contract received.
  - b. Other hotels: We will mention other available hotels on the Showtacular website, but not sign a contract with any.
  - c. Room blocks (#)
  - d. Contacts:
  - e. Hotel discount code: TBD
  - f. Reservation holds for staff, judges, supers, announcers, auctioneers
3. Certification Paper work



- a. Submitted to Margie Contracts are out to Judges
  - i. Diana could not judge this year so we have reached out to Nick Harrington-Smith
    1. Nick agreed and signed contract is done.
  - b. Fees paid
4. Show Veterinarian      Dr. Laurie Walker
5. Announcer:
6. Auctioneer: Brett Kaysen – confirmed (Ken)
  - a. Contract auctioneer
7. Social Media/Eblasts
  - a. Submit content to Lead Contact for scheduling.
8. Registration System
  - a. Coordinate with Don current information/updates to be included in system
    - i. Process started: Ken contacted Don.
  - b. Addition of novice class
9. Sponsorship Opportunities: Update and submit to Don for system. Submit for Newsletter?? FB? Website?
  - a. NEW IDEA: Show Calendar Sponsorship: Sponsor is entitled to 4 photo months. Member farms from each Association can submit photos for other months that will be approved by the Show Committee. Cover to look the same as Magazine or should it be the Sponsor Logo???
  - b. Sponsor perk: can submit any JC/CC wins for their wholly owned animals in the magazine (new)
10. Contract Show Judges
  - a. Halter: Done
  - b. Walking Fleece: Done
  - c. Fleece: **New Fleece Show Exhibition potentially for 2019.**
11. Marquee
  - a. Coordinate/update information and rotation schedule, start date.
12. Interior Marquee



- a. Coordinate with Fairgrounds management information to be highlighted

13. Stalling Layout & Assignment:

- a. Rings
- b. Walking Fleece Area
- c. Fleece Room – Not Required for 2019
- d. Judges' lunch area -
- e. Hospitality room

14. Show Signs

- a. Out to bid
- b. Order (lead time)
- c. Collection of Sponsor Logos
- d. Sponsorship Sign for Rings (2)
- e. Sponsor Signs per event

15. Stall labels, set-up/handout

16. Coordinate panel requirements with LLE

17. Photographer: **Photographer for 2019 Glen Kearns.**

18. Pipe & Drape for Rings, Supers stage, Fleece Room

19. Ribbons (count & order)

20. Judges' Choice Awards

21. Stall bedding

- a. Contract for price, delivery and amount

22. Audio System

23. Coordinate FFA/4H volunteers: Ken already reached out to same FFA Organizations

24. Coordinate Show Volunteers

- a. Off load
- b. Check in
- c. Ring Stewards



d. Gate Keepers

e. Youth Exhibition set up/take down

f. Youth Exhibition Steward/Gate Keeper

25. Golf Carts      New Golf cart vendor (Joe)

26. Vendor tables, chairs

27. Audio System

28. Solicit for Silent Auction Items

29. Solicit for Live Auction Items

30. Raffle Item

31. Raffle Tickets & Selling

32. Sponsor gifts - IDEA: Showtacular Keepsake for sponsor gifts??? A Showtacular (Magazine Cover) Ornament or Mouse Pad or Kitchen Towel OR something with the Showtacular Identification.

33. Live Auction location & set up: Will be at Embassy Suites

34. Silent Auction location & set up

35. Empire Store Location & set up

36. Photo Contest: Not being done for 2019

Who will judge?

Who to submit to, who will return??

Prizes? Honorable mention on EAA & NEAOBA website???

37. Showtacular Magazine: Responsible Party/Contacts: \_\_\_\_\_ Second: \_\_\_\_\_

a. Others to be assigned, contracted as required.

1. Coordinate content – needs to be more colorful
2. Include show schedule (new)
3. Include farm stall assignments (new)
4. Include last year's placements: CC, RC for each class with farm name. (new)
5. Include photo contest submissions (new)
6. Sponsors listed by level of Sponsorship.
7. Collection of Logos





8. Collection of Sponsor Ads
9. Commercial Sponsors
10. Commercial Advertising
11. Layout
12. Articles of interest.
13. Farm Photo
14. Cover Photo
15. Timeframe & deadlines for submissions
16. Eblasts and reminders regarding timeframe & deadlines
17. Printing – Out for bid or use Renee Ritenour again.
18. Pick up
19. Distribution (Bag insert)
20. Review, proof read by 4 people before printing.

Add vendors at \$300 per 10'X10' spot with \$50 discount for vendor doing a demo throughout the show.

**V. Any additional discussion or information for the good of the order?**

- N/A

**VI. Meeting Close (Ken)**

Next meeting August 5<sup>th</sup> -7:30pm

Motion to close meeting by Chuck G second by Joe all in favor Meeting was adjourned at 9:27pm