



EAA -MINUTES

**Board of Directors Meeting
March 2, 2019 (Sat.)
10:00 am – 03:00 pm (EST)**

New Year, New Ideas! Plan and outline.

Board in Attendance:

- President: Ken Clark**
- Vice President: Joe Crocco**
- Treasurer: Holly Jacobs**
- Secretary: Jim Evans**
- Member at Large: Jay Russell**
- Member at Large: Karen Clark**
- Member at Large: Chuck Gerber**

I. Meeting Open: (Ken)

- Welcome & Call to Order @10:12
- Discuss & Accept February 2019 Empire Minutes by Jay, seconded by Joe, all in favor 7, opposed 0.
- Review and approve agenda for March 2019:

II. Treasures Report: (Holly)

- Bank Balance: \$40,495.58
- CD's \$50,000
- Total \$90,495.58
- Outstanding debt:
- Upcoming debt: Monthly/Yearly debt and Fiber products sales
- Karen motion to approve Holly's fiber and expense reports Jay second all members in favor
- Actions: Holly researching use of Quicks and training by Davis & Fox, Ken/Holly Looking into new accountant

III. Review February action items See separate attachment

Lead Contact Responsibilities Committee Guidebook

Establish a protocol of What, How, when and where for each Committee. Timeframe for tasks. Start dates. Submissions dates. Deadlines. Monthly submissions to the Board of any updates for review, comments.

Review Karen's handout and comment on. Handout attached.

EDUCATION/SEMINARS/EVENTS/MEMBERSHIP/FIBER:

Lead Contact: _____

EAA Membership Drive: Responsible Party/Contacts: Jim Evans

Second: Chuck

- Grow Association: Currently there are 41 EAA members.



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- NY AOA Farms: (listing from AOA of current Alpaca Farms in New York)
 - 60 AOA members
 - 29 Registry members
 - 154 Unpaid members
- Review and comment on membership letter
 - Everyone should have reviewed Jim's letter and added comments.
 - **Letter is finalized Karen sending Jim AOA address labels, Jim will be mailing letter.**

NYS COMMITTEES/ASSOCIATIONS:

CAO: Responsible Party/Representatives: Jim Evans

Second: Ken

- Meeting representation.
- Goals/expectations.

Research procedure to add a line item for alpaca fiber marketing to the Governor's budget

Current Bills in legislature that warrant attention/action

Task list for legislative contact

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

Second: Ken

- Organize Youth activities/involvement
- Youth at Showtacular
- Seminars
- **Survey to members for seminars with ideas**
- **New member alpaca handling seminar**

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

Second: Jim

- Pursue the feasibility of establishing an annual Alpaca Walking Fleece Show into the RS&W for the October 2019 Event.

Send February newsletter to Sheep and wool list

- Contract newly appointed Chairperson;
- Schedule a presentation to the RS&W Board;
- Secure a location at the Fairground;
- Tent(s); tables, chairs,
- Produce a layout, secure panels & other vendors, judges, super, rewards (\$);
- Establish a fee schedule for admission, payout schedule;
- Eblasts information submitted to Social Media Contact.

EMPIRE FARM DAYS: Responsible Party/Contacts: Jay Russell

Second: _____ ?????? _____

- August 6-8, 2019 at Seneca Falls, NY
- Set up table
 - Handouts-EAA pamphlet?? Create? Order? Alpaca Mask cutouts. Lead time.
 - Balloons-Cost, printed, colors, lead time.
 - Educational materials- What is an alpaca, how to care for.....
 - Empire farm day's attendance, cost, equipment, man hours, purpose? **Jay is polling local farms to inquire interest to man booth.**

FIBER COMMITTEE: Responsible Party/Contacts: Holly

Second: Karen



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- Quarterly Photo Contests on FB to engage alpaca community with EAA. Winner receives a mention (logo) on EAA website for 1 month? Or 10% off first EAA Sock order? Or??
 - Ongoing project

- **NEWSLETTER: Responsible Party/Contacts:** _____ **Second:** _____
 - Monthly newsletter
 - Farm news/events/articles/happenings/cria births/birthday acknowledgments
 - Showtacular news, updates, schedules
 - Pictures submitted from member farms.
 - Acknowledgement and picture of first cria of 2019 and last cria’s of 2018; - ADD these to Showtacular Magazine.
 - Reviewed and proof ready by Ken Clark prior to release.
 - Next newsletter will post on Mid-April article submissions are due on to be announced next meeting.

NOMINATING COMMITTEE:

Lead: _____

Responsible Party/Contacts: _____ **Jim** **Second:** _____ **Ken**

- Timeframe to begin search
- Target and contact possible candidates to nominate to the Board according to the EAA by-laws.
- Submit information for vacating positions, and deadline for submission
- Submit Eblast reminders to Social Media Contact for posting.
- Submit candidate profiles for Newsletter Contact for print
- Nomination committee letter of request
- Current member’s terms
- Jim will be drafting a letter to recruit members for a nominating committee.

EVENTS: MAPACA asked we buy a sponsorship and they will reciprocate. All members agreed to participate.

Next Meeting Monday April 8th @ 7:30 PM

Chuck Motion to close meeting, Joe second all members were in favor. 2:10pm

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

EAA Leads: Joe Crocco/Ken Clark

NEAOBA:

Others to be assigned as required

Show Committee: President from each Association; VP from each Association; Showtacular Treasurer to be assigned (does not need to be a Board member, but an Association member). Magazine Coordinator (to be assigned). Must be willing to be available for committee meetings.

Adding novice class \$100 extra fee.

Bi-weekly meetings begin _____. Weekly meetings begin _____



EAA -MINUTES

1. Food & Venue: Being reviewed by Joe & Ken in connection with possible Hotel. Fair grounds may also be making changes as past events were also unhappy with caterer. Ken and Joe going back to Holiday Inn and Embassy Suites to verify breakfast included in room price, and adjust room numbers.
 - a. Meet & Greet Donor, sponsor?
 - 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:
 - b. Other hotels
 - c. Room blocks (#)
 - d. Contacts
 - e. Hotel discount code: EAA Showtacular
 - f. Reservation holds for staff, judges, supers, announcers, auctioneers
3. Certification Paper work
 - a. Submitted to Margie Contracts are out to Judges
 - b. Fees paid
4. Show Veterinarian Dr. Laurie Walker
5. Announcer
6. Auctioneer
 - 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
 - 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
 - b. Walking Fleece
 - c. Fleece
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



EAA -MINUTES

- c. Fleece Room
 - 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 set up 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
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. Photographer
- a. Negotiate Price and inclusions
26. Golf Carts New Golf cart vendor
27. Vendor tables, chairs
28. Audio System
29. Solicit for Silent Auction Items
30. Solicit for Live Auction Items
31. Raffle Item
32. Raffle Tickets & Selling
33. 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.
34. Live Auction location & set up
35. Silent Auction location & set up
36. Empire Store Location & set up
37. Photo Contest:
- Who will judge?
 - Who to submit to, who will return??
 - Prizes? Honorable mention on EAA & NEAOBA website???



EAA -MINUTES

38. **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.**
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Board of Directors Meeting March 2019 Action Items

Members: President-Ken Clark, Vice President-Joe Crocco, Treasure-Holly Jacobs, Secretary-Jim Evans, Members at large-Jay Russell, Chuck Gerber, Karen Clark

Ken Clark:

- 1) Include in newsletter CD investments and interest statements.
 - 2) Look into possibility of pizza donor/sponsor for meet & greet at Showtacular. – On going discussion with Gary Kerr
 - 3) New tires for EAA trailer (weather permitting)
 - 4) Pricing for shelving in EAA trailer. (this will be a spring summer action to complete)
 - 5) Go back to Holiday to verify breakfast included in room price, and adjust room numbers.
 - 6)
 - 7)
 - 8) Board members review and comment on Membership Letter. – Complete
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EAA -MINUTES

Joe Crocco:

- 1) Research how our association can handle profits from yarn project being we are a nonprofit association.

Joe will reach out to AOA Attorney.

- 2) Submit article to newsletter on Showtacular – Complete
- 3) Research Showtacular photographer. (Glen Kearns)
- 4) Research new golf cart supplier for Showtacular.

Jim Evans:

- 1) Showtacular vendor license, permit, etc. disclaimer, from other venues.
- 2) Forward AOA New York farm list to Holly, Karen.
- 3) Submit article on CAO for newsletter. – Complete
- 4) More frequent Facebook posts.
- 5) Research procedure to add line item to NYS budget.

Chuck Gerber:

- 1) Move forward with approved website updates.
- 2) Submit article for newsletter. – Complete

Holly Jacobs

- 1) Square login & password to Ken
- 2) Research how to handle profits from fiber project being we are a nonprofit.
- 3) Get estimates on bookkeeping fees. (Monthly, quarterly, annually)
- 4) Research Quicks books to determine if it is feasible.
- 5) Submit article on fiber project for newsletter.
- 6) Bring past EAA paper documents to next meeting, to be divided up, so all board members can scan paper work into electronic format.
- 7) RFP's for fiber project products and types. Send to board for review.
- 8) Send list of Fiber Mills to be sent RFP to board.

Jay Russell:



EAA -MINUTES

- 1) Organize EAA's attendance at Empire Farm days. Jay will be reaching out to membership to find if there is interest in manning this event.
- 2) Reserve 2 10x10 spots preferably indoors for product display.
- 3) Submit article for newsletter.
- 4) Prepare a hands-on instruction for gatekeepers and ring stewards (especially youth) at Showtacular. Agenda in a few weeks.
- 5) Activity's for youth at Showtacular.
- 6) Locate rack cards and pick up for distribution to board members.

Karen Clark:

- 1) Research purchase of items for Showtacular auction from Dick's warehouse sale event.
- 2) Follow up with board members on "Responsibilities of Lead contact" handout.
- 3) Post cards, Shearer handout, and email for fiber project mailing.
- 4) Develop Rack card showcasing EAA fiber project.

All Directors:

- 1) All members review and comment to membership letter, and responsibilities of lead contact letter.
 - a. Responses – Ken, Karen,
- 2) Newsletter submissions Due by 5:00pm Friday, February 15th
 - a. Responses – Chuck, Jim, Karen Joe, Ken,