



Board of Directors Meeting
June 03, 2019 (Mon.)
Minutes
07:30 pm – 09:30 pm (EST)
Dial-In: 866-244-8528 / Passcode: 940707#

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: **Open Position**
- Welcome & Call to Order
- Discuss & Accept May 2019 Empire Minutes by _____, seconded by _____, all in favor _____, opposed _____.
- **Jim to send out suggested changes via emails to board for email vote.**
- Review and approve agenda for June 03, 2019:

II. Treasures Report: (Holly)

- Bank Balance: **Holly to send out treasures report in next couple of days.**
- Outstanding debt:
- Upcoming debt:
- Actions:
- Showtacular Financial Overview:

III. General Discussion: (Ken)

- Review and vote on Karen's Resignation Letter
- **Chuck motion to accept Joe second to accept Karen's resignation all members were in favor.**
 - Discussion on filling open position
 - **Chuck Jewell has expressed interest in running for the board; Ken will contact him as a direct replacement for the board vacancy.**
 - **Any suggestions for replacements contact Ken in the next few days.**

IV. Standing Committees Reports:

EAA Membership Drive: Responsible Party/Contacts: Jim Evans

Second: Chuck

- Grow Association:
- **Jim is sending out letters and keeping track of who gets letter and responses.**



- Any new items?

Holly brought up how membership has declined over the past few years.

Look into alpaca farms in New Jersey to join EAA Jim will begin researching farms to include in membership drive letter.

Joe mentioned offering new members a benefit, he will make a proposal to the board.

What are the benefits to members?

Board members, share ideas through email over the next couple of weeks

Focus on attracting potential new alpaca farmers

Elaine to review April's newsletter for publication in social media Facebook

NYS COMMITTEES/ASSOCIATIONS:

CAO: Responsible Party/Representatives: Jim Evans

Second: Ken

- Any new items from CAO?

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
- Seminars:
 - Jay discussed borrowing NEOABA **Power point slide show** to show for youth and at public events.
 - **Jay asked Ken and Joe to ask NEOBA about getting copy of slide show.**
 - Suggested Seminars: Holly mentioned Teresa offered to do seminars
 - Preparing fiber for Mill: one-day event.
 - Skirting fiber for processing or show: one day event
 - What to do with your fiber: one-day event.
 - Each of these could probably be done the same day Theresa has offered to run them at a hardly no cost to empire.



- coffee, snacks and drinks (we could do a bring your own lunch or a very limited lunch menu)
- **Discussion on when and where to hold seminars:**
 - Possible Locations:
 - Stoney Meadows Farm – Western New York **Date ?**
 - Rose Haven Mill – Southern Central New York **July 13th**
 - Location in East/North East New York? **Pending**
 - **July 13 at Rose Haven Mill**
 - **Jay will contact Teresa for a date and if she is interested in doing a northeast seminar and/or her fee for that, Ken will report to board.**
 - **Members free**
 - **Jim motion \$1000 budget for seminars Jay second all members were in favor**
 - Other potential topics for 2019 Summer Seminars **Ken suggested Jay pick one and begin planning a winter seminar.**
 - 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

- Do we keep this item on the agenda or do we feel that it will never happen?

Joe reaching out once more.

FIBER COMMITTEE: Responsible Party/Contacts: Holly Second: Ken

- 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.
- **Ken will be emailing info on sock /fiber project before July meeting.**



- Jim Motion to accept Barbara and Elaine to the fiber committee Jay second all members in favor Chuck and Joe abstained.
- Ken appointing Barbara, Elaine & Dawn to the nominating committee
Chuck motion Barbara for nominating committee Jay second all in favor, Joe abstained.
Jay motion Elaine for nominating committee Jim Second all in favor Chuck abstained.
Joe motion Dawn for nominating committee Chuck seconded all in favor Jim abstained.
Spouses of committee members cannot vote for the nomination of their spouse.

MARKETING/WEBSITE/FB-SOCIAL MEDIA/EBLASTS

Lead: Marketing: Responsible Party/Contact: Chuck Gerber

Second: ????

- Targeted and Broadcast Advertising to promote awareness of alpacas, alpaca ranching and alpaca products (fiber and food).
- Envision a strategy that will benefit all size farms in NY.
- 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.
- 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
- Next newsletter will post in June article submissions are due mid-June (all board members should plan to submit an article?)
- All board members should have an article for newsletter



NOMINATING COMMITTEE:

Lead: Responsible Party/Contacts: _____Jim

Second: _____Ken

- Report on members volunteering for nominating committee
- Election Committee:
 - Three positions open – **Ken, Joe, Jim**
 - Nominating Committee: **Barbara Crocco, Elaine Gerber, Dawn Evans**
 - 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 vote on next year's officers so we can announce them at the Empire Member Meeting.
 - Discussion on candidates:
 - **Section 8.3 Qualifications, Statement of Candidacy.**
All nominees must be Members in good standing of the Association.

EVENTS:

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

EAA Leads: Joe Crocco/Ken Clark

NEAOBA:

Others to be assigned as required

Floors-nothing on floor, bare concrete is not acceptable in the rulebook.

Amanda developed new class show grouped by micron rating.

Joe propose considering this class for Showtacular.

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 (**still require contract from Embassy Suites**)
 - b. Other hotels: Ken will reach out to Hampton Inn and Country Inn & Suites
 - 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
 - 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
- b. Walking Fleece
- c. Fleece: **No fleece show 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, proofread 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

Next meeting July 1st 7:30 PM

VI. Meeting Close (Ken)

Joe motion to adjourn Jay second all in favor, meeting adjourned @ 9:33PM