



**Board of Directors Meeting
Minutes
August 05, 2019 (Mon.)
07:30 pm – 09:30 pm (EST)**

I. Meeting Open: (Ken)

- Board in Attendance:
 - ___X President: Ken Clark
 - ___X Treasurer: Joe Crocco
 - ___X Secretary: Jim Evans
 - ___X Member at Large: Jay Russell
 - ___X Member at Large: Chuck Gerber
 - ___X Member at Large: Chuck Jewell
- Welcome & Call to Order
- Discuss & Accept July 2019 Empire Minutes by **Jay**, seconded by **_Joe**, all in favor **_6**, opposed **_0**.
- Review and approve agenda for August 05, 2019:

II. Treasures Report:

- Bank Balance: **as of July 31, \$37,595.55 checking \$87601.88 savings**
- Outstanding debt: **Constant contact due waiting on bill**
- Upcoming debt:
- **Fiber inventory from Joe shows potential loss of \$429.70 +/- depending on Fiber Arts in the Glen inventory and sale price of existing inventory.**
- **Action: Jay will be going to Fiber Arts in the Glen to collect our inventory and get it to Theresa.**
- **Ken will be getting former treasurers belongs to Joe.**
- **On 7/23/2019 via email presentation and vote the board approved the purchase of a lap top computer for the treasurer along with the Quick Books program with a budget from \$800-\$1000. All BOD members were in approval.**

III. General Discussion:

IV. Standing Committees Reports:

EAA Membership Drive: Responsible Party/Contacts: Jim Evans

Second: Chuck

- Grow Association: pursue farms outside of NYS starting with New Jersey **in progress**
- Membership letters sent to date: **83**
- **25 farm 8 fiber 36 total** members as of August 3rd
- Request as secretary I send membership reminder emails to last year's members who have not yet renewed. **Emailed 17 members from last year's member list.**

NYS COMMITTEES/ASSOCIATIONS:



CAO: Responsible Party/Representatives: Jim Evans

Second: Ken

- Any new items from CAO? Dates for upcoming meetings:
- Friday December 13th, 2019 CAO screening day meeting
- Friday, January 20th, 2020 CAO annual meeting
- Tuesday February 11th, 2020 Lobby day
- **Review CAO lobby book statement for possible updates**

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

Second: Ken

- Youth at Showtaclar:
 - **Jays email dated concerning alpaca curriculum for youth groups 4H, FFA**
 - **Jay found Membership signs 50-12"x18" signs aluminum cost of \$5.42 each Jay will be getting a formal quote for the board.**
 - **Jay asked if Theresa's weaving competition would conflict with youth show.**
 - Plan – Need a sketch of 2019 plan by July Board Mtg
 - See email from Jay on June 27th attached.
- Seminars:
 - **Discussion on when and where to hold seminars:**
 - **Winter seminar, Jay looking into location and speaker see email dated 8/5/19**
 - Possible Locations:
 - Stoney Meadows Farm – Western New York
 - Propose we begin planning seminars for next year
 - Jim to review Rhinebeck sheep and wool festival for possible seminar ideas
- 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



FIBER COMMITTEE: Responsible Party/Contacts:

Second: Ken

- Fiber committee report on 100% alpaca yarn via email
 - Jay motioned to approve budget for fiber committee \$9000 for yarn \$5000 for socks Jim seconded all members were in favor no one opposed.
 - (Fiber committee email) After reaching out to several mills, The Fiber Committee has secured New Era Fiber Mill to process our 2019 Black, Grey and White 100% Alpaca Yarn. We will have two weights - Sport Weight, 200 yards, 3 Ply and Chunky, 150 yards, 3 ply in all three colors.
 - (Ken Clark email) I am sure that you have all seen and read the email the Fiber Committee put out earlier today. Their recommendation based on time and a mills willingness to work with Empire to create our yarn is to use the New ERA fiber Mill. In the spirit of ensuring all board members have a say in mill, please consider this email a request for either a Yes, No or Abstain vote to use this mill. Product will need to be sent by late this week in order for us to have product available by our show. Please remember to reply to all when you vote.
 - Voting was as follows Ken Clark, Joe Crocco, Chuck Gerber, Chuck Jewell, Jim Evans all voted yes. Jay Russell voted no.
 - 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. Theresa to take part in fiber portion of meeting when necessary.

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 end 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.
Everyone has had a month to review Chucks Marketing proposal, what direction are we going to go with this?
- 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?
 - Still need a decision on newsletter - September newsletter
 - Barbara has drafted a proposed newsletter please review and comment on. Approved to send out.

Ethics Disclosure Lead: Chuck Gerber

- Chuck will be emailing a sample/beginning disclosure for the BOD to review.
 - Comments on Chucks email? **Customize ethics disclosure for EAA BOD and draft an ethics policy. Chuck & JOE to work on.**
- Joe Crocco Confidentially Agreement
 - Representatives not permitted to participate in activities that may benefit the individual monetarily.
 - By-laws BOD members reclude themselves from RFP discussions that could be a potential personal/professional compensation.
 - **The BOD had a detailed discussion regarding Board members and ethics this will be addressed by Chuck G. and Joe over the next couple weeks, and make a presentation to the board.**

NOMINATING COMMITTEE:

Lead: Responsible Party/Contacts: _____Jim Second: _____Ken

- Joe Crocco, Survey Monkey for voting **Joe suggests we go to survey monkey for BOD member voting. Joe will talk to another affiliate who used it for more info and get pricing.**
 - Report: email from Barbara Crocco committee chair. **We have 6 nominees. We can include others if they want to throw their hat in the ring. The by-laws state "The Nomination Committee shall recruit and nominate at least two (2) candidates for each vacancy on the Board of Directors and each office." We have 3 positions to fill, and 1 vacancy.**
 - **Jay motioned to allow Joe to run for another term Chuck J. seconded and all were in favor.**
 - Election Committee:



- Four positions open – Ken, Joe and Jim and 4th vacancy
- 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:

- Chuck Jewell
 - Empire Farm Days info booth **Decided the cost and lack of volunteers made it not practical.**
 - Mail in fiber show **not profitable lack of cooperation and competition of other shows cause lack of interest. Showtacular is looking into adding Amanda's new version fiber count show as an exhibition.**
- Jim Evans
 - EAA brochure/rack card **Jay will send Jim a photo of the existing rack card.**
 - Power point video **Jim will email BOD for photos**
- Joe Crocco
 - Discussion on Jay's email re: fiber committee decision for 100% alpaca yarn
 - **Board to executive session to fiber committee decision. @ 9:08pm**
 - **9:21pm out of executive session**
- Website
 - 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?**
 - Are our by-laws up-to-date on the website? I believe there have been some changes that have not been posted. **Pending research**
 - I propose we move membership renewal to January starting 2020.
- **Showtacular notes**
 - **Email to Joe any ideas for Showtacular member discount.**



- Julie looking for corporate sponsors
- Next meeting September 4th @ 7:30pm
- Motion to adjourn by Joe second by Jay all in favor meeting adjourned @ 9:32

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)