



EAA -Minutes

Board of Directors Meeting January 10, 2019 (Sat.) 10:30 am – 03:30 pm (EST)

New Year, New Ideas! Plan and outline.

I. Meeting Open: (Ken)

- Welcome & Call to Order **Janelle introduced to Board members. Janelle does our newsletter.**
- Discuss & Accept December 2018 Empire Minutes by **Jay Motion**, seconded by **Chuck**, all in favor 7, opposed _____.
- Review and approve agenda for January 2019:

II. Treasures Report: (Holly)

- Bank Balance: **\$89,259.17**
- Outstanding debt:
- Upcoming debt: **Were Judges Paid? If fees are split between Associations how is 1099 handled? -Holly**
 - **Hampton Inn comp rooms being looked into-Ken, Holly**
 - **Motion by chuck 2nd by Jay to accept treasure report all in favor.**
 - **Motion by Jay to purchases quick books for Holly 2nd by Karen all members in favor.**
- Actions:

All members present at meeting. Janelle O’Gorman present for marketing portion of meeting.

Board: 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

Establish Committees, Committee Lead/Contact Person(s).

Establish a protocol of What, How, When and Where for each Committee Task as an EAA Committee Guidebook.

Timeframe for tasks. Start dates. Submissions dates. Deadlines.

Monthly submissions to the Board of any updates for review, comments.

Responsibilities of Lead Contact: We need to define committee roles and responsibilities. Lead Contact Karen

- Establish the What do we want or can we do (Annually in January meeting).
- Organize a plan as to How to do it, recruit a co-lead.
- Schedule When to do, timeframe/lead times.
- Arrange and secure Where to do:
- Budget: P/L as it pertains to each committee.
- Receipts on all approved expenses (forwarded to Pres? Treas?).
- Contracts forwarded for signatures (Pres.?) and names and contact people that are involved.
- Communicate activity/progress to the Board via EAA email one week prior to scheduled monthly meeting. (Please take the time to ensure that you have the correct/updated list of Board Members.)



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All members review Egnyte as a data backup for the association board.

Holly propose 1 tablets for Empire Fiber Project. Karen motion to buy a tablet 2nd by Jim Ken will look into options with a cost range of \$200-1,200

Karen motion to purchases new printer 2nd by Joe all in favor. Ken will be looking into purchasing this.
(Pending email vote/approval)

Ken looking into Empire trailer tires and any equipment needing repair upgrade (pending email vote/approval)

Chuck motion to build shelving in Empire trailer 2nd by Jim all in favor. Ken will be organizing and sharing quote.

Holly offered some used shelving from a van will be forwarding some photos for possible use in trailer.

EDUCATION/SEMINARS/EVENTS/MEMBERSHIP/FIBER:

Lead Contact: _____

EAA Membership Drive: Responsible Party/Contacts: Jim Evans

Second: Chuck

- Grow Association: Currently there are 39 EAA members. Jim will be emailing draft letter to Board for potential new members to be reviewed and suggestions made.
- NY AOA Farms:
 - 60 AOA members;
 - 29 Registry members;
 - 154 Unpaid members

NYS COMMITTEES/ASSOCIATIONS:

CAO: Responsible Party/Representatives: Jim Evans

Second: Ken

- Meeting representation.
- Goals/expectations.

Motion by Chuck to reimburse Jims expense at CAO annual meeting 2nd by Jay all in favor Expense was \$85.00

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

Second: Ken

- Organize Youth activities/involvement
- Youth at Showtacular
- Seminars non-farm location Jay looking into venues and will email board.
- Board members send seminar ideas to board email.

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.
 - 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.



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- Educational materials- What is an alpaca, how to care for.....

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

Holly will be emailing committee minutes.

SOCK PROJECT: Responsible Party/Contact:

Mill Bids

Compensation for Teresa Jewell. All members read fiber committee letter and proposal from Teresa email and comment/add ideas suggestions.

IDEAS:

- EAA representation at other farm Fairs with possible vending opportunity, such as
 - County Fairs;
 - Bethel NY Craft Fair;
 - Rhinebeck Sheep & Wool.
- Empire Summer Pot Luck Picnic – State Park/Lake Area or Host Farm.

MARKETING/WEBSITE/FB-SOCIAL MEDIA/EBLASTS

Lead: _____

- **Marketing: Responsible Party/Contact: Chuck Gerber Second**

 - Changes - Homepage alter slide show with member farms, include farm logo with link, add vendor tab that promotes income, feature farm page, add photo gallery, and sell benefactors.
 - Motion to accept website upgrades by Karen 2nd by Jay \$650 up to 10 hours \$35.00 per hour after for 1/1/19 to 12/31/19 all members voted in affirmative. Upgrades and maintenance by Janelle O’Gorman.
 - Look into adding paid advertising to website and or newsletter.
 - Motion by Chuck to purchases email list from RS&W 2nd by Karen and all members voted in affirmative.
 - Janelle getting typical advertising prices for next meeting.
 - 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.
 - Fund raising for advertising.
 - Seek out possible Grant options.
 - Keeping members informed of upcoming events: planned and scheduled
 - Chuck and Janell have been working on website changes \$650 for changes & maintenance fee is \$35.00 per hour, managed by Janell.
- **FB-Social Media: Responsible Party/Contacts: Jim Evans Second: _____**
 - Informative EAA posts;
 - Highlight newsletter posts;
 - Farm events;
 - Contests;
 - Highlight EAA Showtacular Photo Contest Winners in Newsletter, FB
 - Show pictures posted



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- Facebook posts shares should be reviewed by the board before posting. If there is any question.

Next Meeting February 9th 10:00am to 3pm at Karen’s house

Meeting was adjourned at 3:10 Motion by Jay 2nd by Jim all members in favor

End of January Meeting

▪ **NEWSLETTER: Responsible Party/Contacts:** _____ **Second:**

- Monthly newsletter
- Farm news/events/articles/happenings/cria births/birthday acknowledgments
- Contract outside individual?
- 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 _____ prior to release.

Ideas:

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??

IDEAS:

- EAA representation at other farm Fairs with possible vending opportunity, such as
 - County Fairs;
 - Bethel NY Craft Fair;
 - Rhinebeck Sheep & Wool.
- Empire Summer Pot Luck Picnic – State Park/Lake Area or Host Farm.

NOMINATING COMMITTEE:

Lead: _____

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

- 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

PONDERINGS

1. RFP for Fiber processing?
2. Do we want to revise style before sending to mill?
3. How do we want to support the CAO that we are now a part of?
4. Who will be responsible for making website updates?



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5. Should our meeting structure be changes?
6. Electronic Voting for Annual Directors Vote?

EVENTS:

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 monthly committee meetings beginning in July.

Planning February face to face meeting.

Adding novice class

Bi-weekly meetings begin _____. Weekly meetings begin _____

Live Date for Registration: _____.

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.**
 - a. Meet & Greet
 - 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
9. Sponsorship Opportunities: Update and submit to Don for system. Submit for Newsletter?? FB? Website?



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- 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
 - 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
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
27. Vendor tables, chairs
28. Audio System
29. Solicit for Silent Auction Items



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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???
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.