



EAA -MINUTES

**Board of Directors Meeting
May 13, 2019 (Mon.)
7:30pm**

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
- Discuss & Accept April 2019 Empire Minutes **Jay motion to accept April minutes Holly second all in favor with the exception of Chuck who abstained due to not being present at April meeting.**
- Review and approve agenda for May 2019:

II. Treasures Report: (Holly)

- Bank Balance: **\$38,948.67**
- Outstanding debt:
- Upcoming debt: **Trailer registration, Audit by Davis and Fox**
- CD's Quarterly:
- Total Balance:
- Actions:
- **Karen moved to accept bank balance second by Jay all members were in favor**

Lead Contact responsibilities Committee Guidebook

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.



EAA -MINUTES

Membership 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

Work in progress

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

Second: Ken

- Organize Youth activities/involvement Continued planning by Jay
- Youth at Showtacular
- Seminars
- Jay discussed borrowing NEOABA video to show for youth and at public events. Karen offered to work with Jay and make our own video
- 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)
- thanks
- Holly

2019 Summer Seminar Topics from Jay

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

Teresa joined the meeting @ 7:55

Teresa agreed to do 2-3 seminars at different locations to accommodate all EAA members.



EAA -MINUTES

Locations at Teresa's Farm, Rosehaven Mill,
Holly and Teresa are moving forward with planning for these seminars.

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.
- This event is not looking like it will happen due to lack of interest (from sheep and wool) in our involvement in their event.

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

It was discovered that the Fiber committee has gotten samples of socks (one heavier and one lighter) and given them to Ken, the fiber committee has made a recommendation to go forward with those socks and the mill they came from. Ken will be putting proposal to the board for approval.

IDEAS:

- EAA representation at other farm fairs with possible vending opportunity, such as
 - County Fairs;
 - Bethel NY Craft Fair;
 - Rhinebeck Sheep & Wool.

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.
 - 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: _____** **Second: _____**



EAA -MINUTES

- Monthly newsletter
- Next newsletter will post in June article submissions are due mid june (all board members should plan on submitting an article?)

NOMINATING COMMITTEE:

Lead: _____

Responsible Party/Contacts: _____ Jim

Second: _____ Ken

Ken mentioned he had some people ask questions about Jim being a member on the nominating committee. Jim fully understands he is not on the committee. However so far no one has shown any interest in being on the nominating committee, therefore next meeting I propose the board discuss and put into place a plan for nominating board members that fits into the association by-laws in the event that there is no interest in a committee.

ARTICLE VIII - NOMINATION AND ELECTION PROCEDURES FOR BOARD OF DIRECTORS AND OFFICERS

Section 8.1 Nomination Committee. The Board of Directors and the President shall provide for the appointment, at least six (6) months before the Annual Meeting of the Membership, of five (5) Members of the Association, none of whom shall be a Director, to constitute a Nomination committee. The Nomination Committee shall actively recruit and nominate candidates for election as Directors and Officers for the ensuing terms. The Nomination Committee shall recruit and nominate at least two (2) candidates for each vacancy on the Board of Directors and each office. The Secretary shall prepare the ballots and mail them to the Members entitled to vote.

Next Meeting Monday June 3rd 7:30pm

Motion to adjourn meeting by Jay @ 8:50 second by Karen all in favor

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 committee meetings.

Adding novice class

Bi-weekly meetings begin _____. Weekly meetings begin _____

1. Food & Venue: Embassy Suites
 - a. Meet & Greet Donor, sponsor? Tailgate?
 - b. Auction Dinner Event
 - c. Judge/Super Lunches



EAA -MINUTES

- 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 **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
 - d. Judges' lunch area
 - e. Hospitality room
14. Show Signs
 - a. Out to bid
 - b. Order (lead time)
 - c. Collection of Sponsor Logos



EAA -MINUTES

- 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? Glens estimate \$3700 for Champion, Reserve, Judges choice and 1st & 2nd plus hotel.**
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???
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)



EAA -MINUTES

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.