



EAA -MINUTES

Board of Directors Meeting February 9, 2019 (Sat.) 10:00 am – 03:00 pm (EST)

New Year, New Ideas! Plan and outline.

I. Meeting Open: (Ken)

- Welcome & Call to Order 10:05 am Present at meeting Ken Clark, Holly Jacobs, Joe Crocco, Jay Russell, Karen Clark, Jim Evans
- Discuss & Accept January 2019 Empire Minutes by Jay , seconded by Joe , all in favor 6 , opposed 0.
- Review and approve agenda for January 2019:

II. Treasures Report: (Holly)

- Bank Balance: \$89,559.71 Treasure report accepted by motion from Karen second by Jay all members in favor.
- Outstanding debt:
- Upcoming debt:
- Actions: Holly to get square password to Ken for including reports to Board.
- Holly Also looking into legal requirements for profits from fiber sales.
- Joe looking into for profit status for nonprofit association requirements.
- Ken requested an annual budget from Holly
- Holly to look into accountant fee for bookkeeping on a (monthly, quarterly, annual) basis. For purpose of back up and access in the event of treasure becoming unavailable.

Ken propose to invest some of EAA balance into CD's so we are earning some interest.

Action Ken investing following amounts 10k 13 month 10k 18 month 30 k 27 month

Motion Jim, Jay Second all in favor 6 opposed 0

Quick books on hold pending Holly's review

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

Review of January meeting and completed action items

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: Karen gave an outline, everyone review and add as necessary



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- 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.)

EDUCATION/SEMINARS/EVENTS/MEMBERSHIP/FIBER:

Lead Contact: _____

EAA Membership Drive: Responsible Party/Contacts: Jim Evans

Second: Chuck

Board members to review member letter and make changes to be completed by next month's meeting

- Grow Association: Currently there are 39 EAA members.
- 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.

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

Second: Ken

Jay looking into empire farm show need 2 - 10x10 spots, goal for spot in existing tent.

- Organize Youth activities/involvement
- Youth at Showtacular **Fiber activities for youth in between showing**
- 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.
 - 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 (\$);



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- 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.....

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

Teresa on Conference call @ 10:45 am

Teresa proposing "pasture to product competition" weavers demonstrating continuous strand weaving on tri-loom making shawls.

Actions - Prizes/ribbons, sign up form, shawls donated to auction. Completed by noon on Saturday.

Possibly get Stephanie to judge shawls.

Vendors for Showtacular- Teresa is moving forward gathering various fiber vendors to display at Showtacular.
email from Teresa

From: jherzog1@rochester.rr.com

Date: February 7, 2019 at 1:35:56 PM EST

To: Karen <logcabinalpacas@tds.net>

Subject: Re: fiber committee

Here is what I have so far.

Pasture to Product Competition
Groups of no more than 5 persons
Shawls must be woven on a 5 ft Triangle loom. Any brand loom is acceptable
(looms available to borrow upon request for event only)
Yarn used must be at least 80% alpaca. Natural color or dyed.
\$25.00 registration fee for all teams
Ribbons will be awarded according to

1st team to complete
Best team costumes and or theme
Youngest weaver
Structure of weave
Pattern
Yarn texture and color(great way to show case your farms fiber!)

All shawls will be donated to the Live action Sat night.
Contest will begin Friday at 9am
Contest ends Sat at 4pm

Fiber committee propose post card to raise fiber donations to EAA fiber project

Action [Karen/Fiber Committee](#), post card mailing, card to hand to shearers, and email for potential fiber donations to EAA



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Action Ken address list for EAA Jim to forward AOA address list
Fiber committee to develop rack card showcasing EAA, Showtacular, and Fiber project.
Fiber committee working on RFP'S for fiber products and types.

SOCK PROJECT: Responsible Party/Contact:
Mill Bids

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.

Review Ken's email [Kens Email](#)

I have been working to complete actions I had from last month's meeting. Here is what I have.

1. Hampton Inn Rooms: I need to meet with Hampton Staff.
2. Review Egnyte: The below information is for Egnyte as defined. This is a little different than what we had before, but should work.
 - a. 25-100 employees
 - 10TB of online storage
 - 10GB max file size
 - Advanced security
 - Standard support\$15 per employee / month* = \$105 per year
 - b. Here is a link to other ideas for storage: <https://www.techradar.com/news/the-best-cloud-storage>
3. Tablet for Theresa:
 - a. I spoke to Theresa today to discuss what options she would need/like in a tablet. She is going to email me what she is looking for and I will do the research to get a price.
4. Compensation for Theresa:
 - a. I spoke to Theresa about all the work she is doing for the Empire Organization and that we as a board would like to make sure we are supporting her in what she is doing. To that end, we came up with an agreement that can be brought forth to the rest of the board for a vote. Here are the particulars:
 - i. The Showtacular: Paying for her hotel room
 - ii. Events that Theresa will be attending that she will be taking Empire products for sale: Empire pays for the both cost of the event. We would contact the particular event and pay for the both.



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iii. Any other events: Such as longer fairs or farm shows. We agreed that if either of these were to happen, then we would need to discuss the event and bring a proposition up to the board for agreement and vote before any costs are incurred.

- 5. Printer for Holly:
 - a. Here is a link to a printer that it appears I can quickly purchase at Walmart and bring with me this weekend. I just need your email vote of approval. <https://www.walmart.com/ip/Epson-WorkForce-WF-2750-All-in-One-Wireless-Color-Printer-Copier-Scanner-Fax-Machine/53853527>
- 6. Tires for Empire Trailer: I will wait for better weather and take to the dealer
- 7. Building shelving into Empire Trailer. I have not as yet got a quote on this. Also, no luck with the shelving Holly was trying to get.
- 8. Seminar Ideas:
 - a. Fiber Seminars from Arturo
 - b. Wet Lab

Karen motioned to accept Teresa’s proposal second by Joe members in favor 6 opposed 0
Past Board paper work to be reviewed and scanned into electronic documents.

MARKETING/WEBSITE/FB-SOCIAL MEDIA/EBLASTS

Lead: _____

Conference Call with Chuck Gerber at 10:32 am

Website updates reference email attachment from Chuck. Good morning Janelle.

At our monthly BOD meeting, the board authorized you to proceed with updates as submitted in your last correspondence with me and in concert with your proposal dated:1/09/2019. To that end, kindly forward an invoice to myself and Ken Clark for the initial payment of \$300 along with your tax info. (You May want to give that directly to Ken so it’s not floating in the cloud somewhere)

Going forward, I will be contacting each EAA member farm soliciting input to be incorporated in the website. Ie pics, vendors they use, etc. I will also write up a short article for the next newsletter seeking the same info. Any other suggestions you may have for getting feedback will be appreciated. I am told that your deadline for submission of articles for the newsletter is approaching. What is it? And in what format do you need the article?

For a cost of \$650 for changes and \$35 an hour maintenance.
Board decided to keep membership dues at \$80 member 440 associate.

Motion to approve website changes by; Jim Second by/ Joe all in favor/ 6 opposed/ 0
Action/ Ken to get Janelle’s tax ID

- **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.



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- Print, radio & local TV Ads.
- Fund raising for advertising.
- Seek out possible Grant options.
- Keeping members informed of upcoming events: planned and scheduled

▪ **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

Begin February 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.

Article submission due Friday 2/15

Ken, Joe, Jay, Jim all submitting articles Holly and Karen submitting Fiber Committee details

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: _____



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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?

5. Should our meeting structure be changes?

6. Electronic Voting for Annual Directors Vote?

EVENTS:



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

EAA Leads: Joe Crocco/Ken Clark

NEAOBA:

Others to be assigned as required

Fiber committee bought up the Need of a time on Sunday that Showtacular participants cannot leave before. Vendor's discount and membership requirement. Fiber/demo area no charge? And vendor area

Holly motion Karen second in favor 6 opposed 0 for the following ...vendor for vendor spots Vendor \$300 for 10X10

Artisan demo \$100 for 10x10 plus \$40 membership

Disclaimer for licenses permits etc. Jim

Karen proposed treasures from both associations involved in Showtacular

As well as back up for planners/organizers to stand in if someone can't attend/sick

Karen motion treasure, President and VP be on Showtacular board. Second by jay all in favor 6 opposed 0

Retiring president stay on board for one year.

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 Ken looking into possibly a pizza donor or sponsorship for 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: In progress
 - 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 Kate
6. Auctioneer Brett
 - a. Contract auctioneer
7. Social Media/Eblasts
 - a. Submit content to Lead Contact for scheduling.



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8. Registration System
 - a. Coordinate with Don current information/updates to be included in system
 - b. **Do we do a novice or small breeder class Novice is the favorite among the board**
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
 - 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 **Joe looking into Glen Kearns**
18. Pipe & Drape for Rings, Supers stage, Fleece Room **Joe**
19. Ribbons (count & order) **Sue & Jody**
20. Judges' Choice Awards
21. Stall bedding **approx. 225 bales in 2018 Ken**
 - a. Contract for price, delivery and amount
 - b. **Rings - sod**
22. Audio System
23. Coordinate FFA/4H volunteers
24. Coordinate Show Volunteers
 - a. Off load
 - b. Check in
 - c. Ring Stewards **Senior stewards**
 - d. Gate Keepers **Jay do hands on with gate keepers instruction to youth volunteers**



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- e. Youth Exhibition set up/take down
- f. Youth Exhibition Steward/Gate Keeper
- 25. Photographer
 - a. Negotiate Price and inclusions
- 26. Golf Carts **Joe looking into new golf cart company**
- 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. **Calendar, hay bale cutter**
- 34. Live Auction location & set up
- 35. Silent Auction location & set up **Karen looking into Dicks warehouse discount items**
- 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: _____
Need dedicated person to do magazine.
 - a. Others to be assigned, contracted as required. **Help with check in**
 - 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.



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Next meeting Saturday, March 2nd 10:00am @ Kens house

Motion to adjourn by, Jim second by Joe all in favor 6, opposed 0