



Board of Directors Minutes
April 02, 2018 (Mon.)
07:30 pm – 09:30 pm (EST)
Dial-In: 866-244-8528 / Passcode: 940707#

I. Meeting Open: (Ken)

- Welcome & Call to Order
- Discuss & Accept March 2018 Empire Minutes by Joe, seconded by Jay, all in favor 5, opposed 0.
- Review and approve agenda for April 2018:

II. Treasures Report: (Holly)

- Bank Balance: Please see Holly's updated report.
- Outstanding debt:
- Upcoming debt:
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- Actions:
 - Ken and Joe to reach to Gary from fairgrounds for fee.
- Showtacular Financial Overview

III. Standing Committees Reports:

- General: (Ken)
 - Create Action Item Tracking Spreadsheet.
 - Ken to send example. Kara to update after meetings.
- Marketing: (Chuck)
 - Website Updates:
 - Need to update website as information is stale. Need to add seminars schedule, start of show and other items.
 - Other communication ideas?
 - Ken to reach out to Chuck to update
 - Kara to make a flyer for Mapaca table about show.
 - Actions:
 - Chuck to look into new Facebook account
 - Review Website templates
 - Chuck to look at potential membership survey
 - Jim to contact 4H group about coming to 2018 Showtacular and running performance exhibition.
 - Ken to reach out to Joe at Open Herd to change home page back to the generic Empire Home Page.
- Show: (Joe)
 - Review and Discussion:
 - Start 2018 Show discussion:
 - Show set and certified 11/08 – 11/11/2018
 - Fleece show will be discussed if a large expense



- Suggestion to not hold Fleece Show this year and send support to National Fleece Show in July and MAPACA Fleece Show in the fall. Fleece show has lost money and attendance the last three years.
- A motion was made to not do a fleece show this year and focus on the walking fleece show. In addition, we send an email asking members to send fleeces to support the National and Mapaca show in the Fall. Jay made a motion and Jim seconded the motion, all in favor.
 - Add Walking Fleece Show back to Showtacular as Rhinebeck will not happen this year.
 - Need to revisit list of corporate sponsors
 - Action-Kara to resend list/letter to board
- The MAPACA Board asked if we would like to swap sponsorships with them. I have sent a request to the NEOBA Board as we both need to agree. We voted yes to swap pending NEOBA approval. Also agreed to have a marketing table there as well.
 - Barb Crocco creating Sponsorship Certificate for MAPACA
- Hotel changes-if we provide a vendor spot we are not providing a hotel room. Also need to ask Embassy if there are comp rooms available since we have such a large block and dinner there.
- We need to find out how many rooms were used last year as a bargaining chip.
- Show committee to speak to NEOBA about an auction committee.
 - This will happen at next Showtacular Mtg not yet scheduled.
 - Jay should we advertise in the alpacas magazines?Kara will look into alpaca culture and alpacas magazine.
- Format Changes:
 - Walking Fleece Super changes
 - To be determined who will be Walking Fleece Super.
 - Other ideas?
- Sustainability: (Chuck)
 - Update: This group may be changed to business innovation group.
 - New Items:
 - What do we want to do for 2018?
 - Chuck will be updating website
 - Do we keep the committee?
 - Yes, we are keeping this committee



- Actions:
 - Joe will reach out to Cindy Berman for marketing suggestions.
 - Reply:
- Fiber: (Kara)
 - Update:
 - New Items:
 - Need inventory of all Empire Fiber Products
 - Product Inventory?
 - Theresa Jewell will join the fiber committee to set up demonstrations.
 - What do we want to do for 2018?
 - Actions: Kara, Holly and Karen to get together before next meeting to figure out inventory, conference call and eblast.
- Education & Youth: (Jay)
 - Update:
 - All info has been emailed to members about possible training hosts for 2018
 - Ideas expressed by members
 - Sarah Lamanna-Ruthann McCaslin-parasites and parasite prevention
 - Jeanne McCloud-Lang-Liz Taylor-fiber training
 - Chris Houseworth- marketing fiber
 - Leslie Oliver-EPD for the non-scientist
 - Liz Taylor-has sent a list out with her seminars and dates.
 - Discussion of NEAFP possible bus trip to learn about sorting/grading on site.
 - Jay talked to NEAFP, need to find out members who are interested.
 - Ken to send Jay a spreadsheet of items needed for trainings
 - Holly to write a bio for large animal vet students for proposed scholarship as well guidelines and application.
 - Send draft to board members, date?
 - New Items:
 - 2018 Ideas:
 - Jay's Happenings
 - Quote for 2018 Empire Member stickers requested from Renee (other vendor quotes needed?)
 - Current quote from sign-quip is 10 cents a piece
 - FFA President/Vice President of students, educational videos have been distributed.

IV. Special Committees Reports: (Ken or Responsible Bd. Member)

- Election Committee 2018 (Justin):
 - Two positions will be open: Chuck and Jay
 - Justin is Nominating Committee Chair.

V. Any additional discussion or information for the good of the order?

- N/A



VI. Meeting Close (Ken)

Next meeting is May 7 at 7:30 p.m. Meeting closed by Jay, seconded by Joe.