



Board of Directors Minutes

August 06, 2018 (Mon.)

07:30 pm – 09:30 pm (EST)

Dial-In: 866-244-8528 / Passcode: 940707#

Members present: Ken Clark President, Joe Crocco, Vice President, Holly Jacobs
Treasurer, Kara McElroy Secretary, Jay Russell and Jim Evans.

I. Meeting Open: (Ken)

- Welcome & Call to Order
- Discuss & Accept July 2018 Empire Minutes by Jay, seconded by Jim, all in favor 6, opposed 0.
- Review and approve agenda for August 2018: All members approve

II. Treasures Report: (Holly)

- Bank Balance: 91,245.58
- Outstanding debt: Has been all paid up. 30 members currently paid up. Website is up-to date with current members.
- Upcoming debt:
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- Actions: Showtacular committee looking to do a joint show account. Lenny and Jen will be NEOBA contacts. Ken and Holly will be Empire contacts. This was agreed upon by the Board.
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- Showtacular Financial Overview

III. Standing Committees Reports:

- General: (Ken)
 - Review previous actions and status.
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 - Empire Products being sold at Stoney Meadows Alpacas, she will handle the entire program.
 - Discuss Commission- Kara to write up a proposal to fiber committee for the best way to pay commission to Teresa.
 - Product Move to Stoney Meadow
 - Inventory – who is responsible- Teresa will do an inventory from scratch when it arrives to her store.
- Marketing: (Chuck)
 - Website Updates:
 - Any updates on website design?
 - Chuck is still seeking proposals as many of the proposals have been high.
 - Need to update website as information is stale. Need to add seminars schedule, start of show and other items.
 - Review of findings.
 - Review plan.



- Other communication ideas?
- Membership ideas?
- Actions:
 - How is Facebook account going – Jim?
 - Jim is doing a great job on the website.
 - Review Website templates
 - Chuck to look at potential membership survey
 - Jim to contact 4H group about coming to 2018 Showtacular and running performance exhibition.
 - A decision has to be made on this ready to go live 9/1.
- Show: (Joe)
 - Review and Discussion:
 - Start 2018 Show discussion:
 - Showtacular website.
 - Web address now owned by Empire
 - New Showtacular Website: Review and discuss
 - Selle Design charges \$90.00 per hour and Dee thought it would take 15 -30 minutes to make the changes. Looking at a \$23 to \$45 expense.
 - If no one objects by tomorrow morning, then I'll have her make the changes and send to AOA.
 - The changes I'm proposing are...
 - Change to "Showtacular 2018"
 - Change dates to "November 8 through November 10"
 - Change to "Four Shows, One Weekend"
 - Change to "For information go to: www.Showtacular.com"
 - A motion was made to update the showtacular site and split costs with NEOBA. Joe made and Jay seconded the motion, all in favor.
 - They should be able to cut sod this late in the season, although it could be too late in the season. If not, we will have to use carpet.
 - Show set and certified 11/08 – 11/11/2018
 - Food vendors- to be determined by the new building
 - Coffee Sponsor-Holly to reach out to
 - Member benefit-please suggest options.

Need to revisit list of corporate sponsors: Does someone want to take point in approaching potential sponsors?

- 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. Embassy will not provide the comp rooms



- We need to write this up and share with NEAOBA
- Format Changes:
 - Walking Fleece Super changes
 - To be determined who will be Walking Fleece Super.
 - Judy is the 2018 Walking Fleece Super.
 - Other ideas?
- Sustainability: Not currently being reported.
- Fiber: (Kara)
 - Update: What's happening?
 - 200 lbs of fiber contributed so far.
 - Holly and I will inventory it and see how we stand with insoles and socks.
- Education/Youth: (Jay)
 - Update:
 - Seminars:
 - Do we cancel? What is attendance or interest so far?
 - Jeanne McCloud-Lang-Liz Taylor-fiber training – 8/25-26
 - Jay to reach out to Liz and see if she would consider one day, Cut off date for no registries is Sunday August 12. Kara to send out an eblast. Jay to reach out to Liz for one day.
 - Chris Houseworth- marketing fiber and alpaca tax purposes – 9/15
 - 75 one-member price, 120 for two from same farm. Non-member is 90 for one non-member and 145 for two. Deadline is September 1.
 - Membership plates-\$125 a piece.

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

- Election Committee 2018 (Justin):
 - Two positions will be open: Chuck and Jay
 - Timeline to be resent to directors.
 - Justin is Nominating Committee Chair.
 - Karen Clark will be running this year.
- **Next meeting: September 10.**
- Email blast to go out show to go live. Four shows one weekend! Registration September 1.

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

- N/A

VI. Meeting Close (Ken)