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## Board of Directors Minutes

June 04, 2018 (Mon.)

07:30 pm – 09:30 pm (EST)

Members present: Ken Clark, President, Joe Crocco, Vice-President, Holly Jacobs, Treasurer, Kara McElroy, Secretary, Jay Russell and Chuck Gerber

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### I. Meeting Open: (Ken)

- Welcome & Call to Order
- Discuss & Accept May 2018 Empire Minutes by Jay, seconded by Joe, all in favor 5, opposed 0, abstaining 1-Chuck Gerber
- Review and approve agenda for June 2018:

### II. Treasurers Report: (Holly)

- Bank Balance: 96,935.27
- Outstanding debt: Deposit \$178 for Fibers Arts in the Glen (Yarn Project)
- There are three outstanding items we haven't received payment for yet.
- Upcoming debt:
  -
- Actions:
  -
- Showtacular Financial Overview

### III. Standing Committees Reports:

- General: (Ken)
  - Review previous actions and status. (See Action spreadsheet)
  - Are all board members dues paid in full?
  - Everyone is paid except Joe and Ken
- Marketing: (Chuck)
  - Website Updates:
    - Need to update website as information is stale. Need to add seminars schedule, start of show and other items.
      - Review of findings.
      - Chuck's findings are that website pics need updating and there should be a photo gallery.
      - There should also be a link for vendors to be able to advertise.
      - There should be links to events occurring at member farms.
      - There should be a member only tab for vendor lists for shearers and other services etc.
      - Review plan.
      - Chuck is going to reach out to Joe at openherd to see cost involved in revamping our website.
    - Other communication ideas?
    - Membership ideas?
  - Actions:



- Chuck to look into new Facebook account (Jim)
    - What is happening with new Facebook account?
    - Facebook account still on hold due to admin issues.
  - Review Website templates
  - Chuck to look at potential membership survey
  - Chuck thinks survey should be completed at show.
  - Jim to contact 4H group about coming to 2018 Showtacular and running performance exhibition. Jay and Jim are actively pursuing several groups who will be at the show.
- Show: (Joe)
    - Review and Discussion:
    - Start 2018 Show discussion:
      - Show set and certified 11/08 – 11/11/2018
      - Need to revisit list of corporate 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.
  - We need to write this up and share with NEAOBA

A vote was made to do a joint fleece show with NEOBA, Jay made a motion, Kara seconded. The fleece will be re-evaluated in 2019 year.

- 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: (Chuck)
    - Update: This group may be changed to business innovation group.
    - New Items:
      - What is the plan?
      - Chuck will be updating website
    - Actions:
  - Fiber: (Kara)
    - Update: The Empire Fiber Project is in full swing. Donations were accepted at the POC auction and will also be collected at seminars. Fiber may also be dropped off directly at Autumn Mist Fiber Mill.
    - Conference call planned to decide on yarn and fiber events at show.
    - New Items:
    - Actions:
  - Education/Youth: (Jay)
    - Update:



- Seminars:
  - Jeanne McCloud-Lang-Liz Taylor-fiber training – 8/25-26
  - Chris Houseworth- marketing fiber and alpaca tax purposes – 9/15
  - Need cost spreadsheet for review.
- New Items:
  - 2018 Ideas: ?

#### **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.
  - Ken to send Justin copy of Election timeline.
    - Any volunteers?

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

- N/A

#### **VI. Meeting Close (Ken)**

**Meeting closed by Joe, seconded by Kara**