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

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**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:
  -
- 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.
    - Action-Email blast-regarding membership fees due.
- 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
  - 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. Judy Schroeder will be Superintendent and Stephanie Glyptis will be judge.
- Need to revisit list of corporate sponsors
- Kara- sent corporate 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.
- Board members and volunteers need to be working as a part of the show to get the hotel room paid for.
- Last years hotel price was \$139
- Auction committee-NEOBA-Julie Butler and Empire-Jim Evans
- AOA-1/2 page ad in magazine or an event with Bud Synhorst.
- 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 is complete, really in need of white, grey and black. Empire members will be accepting donations of fiber.
      - Theresa Jewell will join the fiber committee to set up demonstrations.
    - What do we want to do for 2018? Kara to ask Leslie for spreadsheet on farms who donated.
    - New Sales guidelines-send to Holly what has been sold and the contact info and Holly will send an invoice.
    - Kara-will get email blast about fiber donations.
- 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 and alpaca tax purposes
  - Leslie Oliver-EPD for the non-scientist
  - Liz Taylor-has sent a list out with her seminars and dates.

A motion was made to do two trainings this year and make them centrally located throughout the state. One will be at Thistle Creek and the other at Cabin view, motion was made by Jay, seconded by Kara, all in favor.

The potential for one more seminar is available and will be determined by the next meeting. The seminars will be held at Claddagh or Limestone Alpacas.

- 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.
- Jay looking for prices from Buffalo, making several stops throughout the state that were very expensive about \$ 80 a person.
- 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) Joe made motion to close and Jay seconded.**

**Next meeting is Monday June 4 at 7:30 p.m.**