



Board of Directors Minutes

October 01, 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, Chuck Gerber, Jay Russell, Jim Evans

I. Meeting Open: (Ken)

- Welcome & Call to Order
- Discuss & Accept September 2018 Empire Minutes by Jay, seconded by Joe, all in favor 4, opposed 0 abstained 1.
- Review and approve agenda for October 2018:

II. Treasures Report: (Holly)

- Bank Balance: - 91638.76
- Outstanding debt:
- Upcoming debt:
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- Actions: - Ken reviewing go daddy account invoices re: discrepancies.
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- Showtacular Financial Overview

III. Standing Committees Reports:

- General: (Ken)
 - Review previous actions and status.
- Marketing: (Chuck)
 - Website Updates:
 - Any updates on website design?
 - Review of findings. - Chuck has determined that our Open Herd account has all the options to update and/or enhance our web site.
 - Review plan. - Chuck raised the possibility of a website editor and will look further into this.
 - Other communication ideas?
 - Membership ideas?
 - Actions: - Chuck is looking into a membership survey to be available at showtacular.
 - How is Facebook account going, - all board members are added to our facebook page and are encouraged to post and share our events. Also add photos and posts of any EAA events we are attending. We discussed having a live feed for portions of showtacular.
 - Jim to contact 4H group about coming to 2018 Showtacular and running performance exhibition. - I sent out numerous emails to our surrounding counties and have not gotten any responses, I will try to reach out by phone.



- Show: (Joe)
 - Review and Discussion: - Joe is working on the floor plan and layout.
 - Start 2018 Show discussion:
 - Need more registrations - please post and share showtacular on your social media.
 - Discussion on use of dirt for floors? – Ken looking into this.
 - Silent Auction Items, who is tracking? - Holly will be tracking we need a volunteer to get donations. – Ken will bring up that need at the showtacular board meeting.
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 - Showtacular website.
 - Any questions, observations or concerns with Showtacular Website? – Website was well received by all members.
 - Need to revisit list of corporate sponsors: Does someone want to take point in approaching potential sponsors?
 - Review Performance Ideas and expectations for Showtacular (Jay) – Jay will be organizing the youth show structure and will report back.
 - What is everyone’s work schedule for Showtacular? – all board members are planning on arriving Wednesday morning.
- Fiber: (Holly)
 - Update: What’s happening?
 - New Items:
 - What do we want to do for 2018?
 - What are criteria for donating fiber?
 - What is Fiber Area setup thoughts (Holly)? Can you create a sketch to send out to board with potential arrangement?
 - Actions:
- Education/Youth: (Jay)
 - Update:
 - Seminars: - it was decided the seminar was successful educationally but we need to improve attendance and lower costs to also make it financially successful.
 - Jay to provide a lesson learned write up on 2018 seminars.
 - What youth activities are we going to have at the show? – Jay
 - New Items:

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

- Election Committee 2018 (Justin):
 - Two positions will be open: - Jay & Karen have been elected to the board and Chuck will be staying on and fulfilling Kara’s vacancy.

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

- N/A

Next meeting October 29th 7:30 pm, also in person meeting at showtacular on Wednesday.

VI. Meeting Close (Ken) – Jay motioned, Chuck seconded and all were in favor.