



EAA -Minutes

Board of Directors Meeting April 8th, 2019 (Sat.) 7:30pm –

New Year, New Ideas! Plan and outline.

Board in Attendance:

- President: Ken Clark
- Vice President: Joe Crocco
- Treasurer: Holly Jacobs
- Secretary: Jim Evans
- Member at Large: Jay Russell
- Member at Large: Karen Clark
- Member at Large: Chuck Gerber

I. Meeting Open: (Ken)

- Welcome & Call to Order
- Discuss & Accept March 2019 Empire Minutes by Jay, seconded by Joe, all in favor 6, opposed 0. **With addition of Joe getting proposal from Embassy Suites. Amended and emailed on May 4th 2019**
- Review and approve agenda for April 2019:

II. Treasures Report: (Holly)

- Bank Balance: **\$40,875.24**
- Outstanding debt: **Constant Contact, Davis and Fox, Sales tax.**
- Upcoming debt:
- CD's **(quarterly)**
- Total Balance:
- Actions:

III. Review March action items (see attachment)

Lead Contact responsibilities Committee Guidebook (where do we stand with this?)

All members please review and add comments

EDUCATION/SEMINARS/EVENTS/MEMBERSHIP/FIBER:

Lead Contact: _____

EAA Membership Drive: Responsible Party/Contacts: Jim Evans

Second: Chuck

- Grow Association: Currently there are **41** EAA members.
Membership letter will be going out this month



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NYS COMMITTEES/ASSOCIATIONS:

CAO: Responsible Party/Representatives: Jim Evans

Second: Ken

- Meeting representation.
- Goals/expectations.

Research procedure to add a line item for alpaca fiber marketing to the Governor's budget

Current Bills in legislature that warrant attention/action

Work in progress

FFA/4H GROUPS/Education: Responsible Party/Contacts: Jay Russell

Second: Ken

- Organize Youth activities/involvement
 - Youth at Showtacular
 - Seminars
 - Empire farm days attendance, cost, equipment, man hours, purpose.
- Pending report from Jay regarding volunteer farms.

Not enough interest to man the booth

Motion to not pursue Empire Farm days by Jay Second by Karen all in favor 6

RHINEBECK SHEEP & WOOL: Responsible Party/Contacts: Joe Crocco

Second: Jim

- Pursue the feasibility of establishing an annual Alpaca Walking Fleece Show into the RS&W for the October 2019 Event.
 - Contract newly appointed Chairperson;
 - Schedule a presentation to the RS&W Board;
 - Secure a location at the Fairground;
 - Tent(s); tables, chairs,
 - Produce a layout, secure panels & other vendors, judges, super, rewards (\$);
 - Establish a fee schedule for admission, payout schedule;
 - Eblasts information submitted to Social Media Contact.
- Work in progress

FIBER COMMITTEE: Responsible Party/Contacts: Holly

Second: Karen

- FIBER PROJECT:
- Yarn Update:
- How do we handle profits from EAA fiber project sales?
- **RFP's have been mailed out, Acorn Mill has responded no.**
- **Holly asking Janelle to add an article to newsletter**

IDEAS:

- EAA representation at other farm fairs with possible vending opportunity, such as
 - County Fairs;
 - Bethel NY Craft Fair;



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- Rhinebeck Sheep & Wool.
- Empire Summer Pot Luck Picnic – State Park/Lake Area or Host Farm. (Did we decide against this?)

MARKETING/WEBSITE/FB-SOCIAL MEDIA/EBLASTS

Lead: _____

- **Marketing: Responsible Party/Contact: Chuck Gerber** Second _____ ?????
 - Targeted and Broadcast Advertising to promote awareness of alpacas, alpaca ranching and alpaca end products (fiber and food).
 - Envision a strategy that will benefit all size farms in NY.
 - Print, radio & local TV Ads. **Prices from Chuck see attached email**
 - Fund raising for advertising.
 - Seek out possible Grant options.
 - Keeping members informed of upcoming events: planned and scheduled
 - **Web site is still missing some updates Board member updates for one.**
 - **Showtacular website needs updating as well. Will be addressed at Show committee meeting**
 - **Anyone interested in any Showtacular committee contact Ken by Wednesday 7pm**

- **FB-Social Media: Responsible Party/Contacts: Jim Evans** Second: _____ ?????
 - Informative EAA posts;
 - Highlight newsletter posts;
 - Farm events;
 - Contests;
 - Highlight EAA Showtacular Photo Contest Winners in Newsletter, FB
 - Show pictures posted
 - Starting photo contest this month

- **NEWSLETTER: Responsible Party/Contacts: _____** Second: _____
 - Monthly newsletter
 - Farm news/events/articles/happenings/cria births/birthday acknowledgments
 - Contract outside individual?
 - Showtacular news, updates, schedules
 - Pictures submitted from member farms.
 - Acknowledgement and picture of first cria of 2019 and last cria's of 2018; - ADD these to Showtacular Magazine.
 - Reviewed and proof ready by _____ prior to release.
 - Next newsletter will post on _____ article submissions are due mid-April (all board members should plan on submitting an article?)
 - **Membership letter, Presidents message, Janelle, Fiber committee, Show dates, Jay article seminar ideas and show winner photos for website Facebook, (Chuck marketing articles?)**



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Ideas:

Quarterly Photo Contests on FB to engage alpaca community with EAA. Winner receives a mention (logo) on EAA website for 1 month? Or 10% off first EAA Sock order? Or??

NOMINATING COMMITTEE:

Lead: _____

Responsible Party/Contacts: _____ Jim

Second: _____ Ken

- Timeframe to begin search
 - Target and contact possible candidates to nominate to the Board according to the EAA by-laws.
 - Submit information for vacating positions, and deadline for submission
 - Submit Eblast reminders to Social Media Contact for posting.
 - Submit candidate profiles for Newsletter Contact for print
- Nomination committee letter of request

Next Meeting Monday May 6th @ 7:30pm then June 3rd 7:30pm

Motion to adjourn Jay Second by Joe all in favor 6 opposed 0



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EVENTS:

SHOWTACULAR: November 7-10, 2019, NYS Fairgrounds, Syracuse, NY

EAA Leads: Joe Crocco/Ken Clark

NEAOBA:

Others to be assigned as required

Show Committee: President from each Association; VP from each Association; Showtacular Treasurer to be assigned (does not need to be a Board member, but an Association member). Magazine Coordinator (to be assigned). Must be willing to be available for committee meetings.

Adding novice class

Bi-weekly meetings begin _____. Weekly meetings begin _____.

1. Food & Venue: Being reviewed by Joe & Ken in connection with possible Hotel. Fair grounds may also be making changes as past events were also unhappy with caterer. Ken and Joe going back to Holiday Inn and Embassy Suites to verify breakfast included in room price, and adjust room numbers.
 - a. Meet & Greet Donor, sponsor?
 - b. Auction Dinner Event
 - c. Judge/Super Lunches
 - d. Volunteer Lunches
 - e. Sponsor Lunches
2. Hotels – Negotiate reduced rates at 3 hotels
 - a. Host hotel:
 - b. Other hotels
 - c. Room blocks (#)
 - d. Contacts
 - e. Hotel discount code: EAA Showtacular
 - f. Reservation holds for staff, judges, supers, announcers, auctioneers
3. Certification Paper work
 - a. Submitted to Margie Contracts are out to Judges
 - b. Fees paid
4. Show Veterinarian Dr. Laurie Walker
5. Announcer
6. Auctioneer
 - a. Contract auctioneer
7. Social Media/Eblasts
 - a. Submit content to Lead Contact for scheduling.
8. Registration System
 - a. Coordinate with Don current information/updates to be included in system
 - b. Addition of novice class
9. Sponsorship Opportunities: Update and submit to Don for system. Submit for Newsletter?? FB? Website?
 - a. NEW IDEA: Show Calendar Sponsorship: Sponsor is entitled to 4 photo months. Member farms from each Association can submit photos for other months that will be approved by the Show Committee. Cover to look the same as Magazine or should it be the Sponsor Logo???



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- b. Sponsor perk: can submit any JC/CC wins for their wholly owned animals in the magazine (new)
- 10. Contract Show Judges
 - a. Halter
 - b. Walking Fleece
 - c. Fleece
- 11. Marquee
 - a. Coordinate/update information and rotation schedule, start date.
- 12. Interior Marquee
 - a. Coordinate with Fairgrounds management information to be highlighted
- 13. Stalling Layout & Assignment:
 - a. Rings
 - b. Walking Fleece Area
 - c. Fleece Room
 - d. Judges' lunch area
 - e. Hospitality room
- 14. Show Signs
 - a. Out to bid
 - b. Order (lead time)
 - c. Collection of Sponsor Logos
 - d. Sponsorship Sign for Rings (2)
 - e. Sponsor Signs per event
- 15. Stall labels, set-up/handout
- 16. Coordinate panel requirements with LLE
- 17. Photographer set up **Photographer for 2019 Glen Kearns? Glens estimate \$3200 for 1st plus hotel.**
Last year and 2017 cost was \$2700 for 1st and 2nd
- 18. Pipe & Drape for Rings, Supers stage, Fleece Room
- 19. Ribbons (count & order)
- 20. Judges' Choice Awards
- 21. Stall bedding
 - a. Contract for price, delivery and amount
- 22. Audio System
- 23. Coordinate FFA/4H volunteers
- 24. Coordinate Show Volunteers
 - a. Off load
 - b. Check in
 - c. Ring Stewards
 - d. Gate Keepers
 - e. Youth Exhibition set up/take down
 - f. Youth Exhibition Steward/Gate Keeper
- 25. Photographer
 - a. Negotiate Price and inclusions
- 26. Golf Carts **New Golf cart vendor**
- 27. Vendor tables, chairs
- 28. Audio System



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29. Solicit for Silent Auction Items
30. Solicit for Live Auction Items
31. Raffle Item
32. Raffle Tickets & Selling
33. Sponsor gifts - IDEA: Showtacular Keepsake for sponsor gifts??? A Showtacular (Magazine Cover) Ornament or Mouse Pad or Kitchen Towel OR something with the Showtacular Identification.
34. Live Auction location & set up
35. Silent Auction location & set up
36. Empire Store Location & set up
37. Photo Contest:
 - Who will judge?
 - Who to submit to, who will return??
 - Prizes? Honorable mention on EAA & NEAOBA website???
38. **Showtacular Magazine: Responsible Party/Contacts:** _____ **Second:** _____
 - a. Others to be assigned, contracted as required.
 1. Coordinate content – needs to be more colorful
 2. Include show schedule (new)
 3. Include farm stall assignments (new)
 4. Include last year's placements: CC, RC for each class with farm name. (new)
 5. Include photo contest submissions (new)
 6. Sponsors listed by level of Sponsorship.
 7. Collection of Logos
 8. Collection of Sponsor Ads
 9. Commercial Sponsors
 10. Commercial Advertising
 11. Layout
 12. Articles of interest.
 13. Farm Photo
 14. Cover Photo
 15. Timeframe & deadlines for submissions
 16. Eblasts and reminders regarding timeframe & deadlines
 17. Printing – Out for bid or use Renee Ritenour again.
 18. Pick up
 19. Distribution (Bag insert)
 20. Review, proof read by 4 people before printing.

Add vendors at \$300 per 10'X10' spot with \$50 discount for vendor doing a demo throughout the show.



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Advertising Prices from Chucks email.

These prices are based on playing this week on the most expensive drive time of the day (Prime drive times) for each station and playing 25 spots a week for a month. So these estimated prices are considerably more expensive than your possible campaign would be. Again we can customize to any budget and play less spots and less stations as well. Also the further in advance commercials are booked usually the cheaper they are.

- [iHeart Albany: WGY-AM](#) (News Talk): \$92 a spot/ \$2300 a week/ \$9200 a month
- [iHeart Albany: WPYX 106.5](#) (Classic Rock): \$99 a spot/ \$2475 a week/ \$9,900 a month
- [iHeart Binghamton: US 96.9 FM](#) (Country): \$4 a spot/ \$100 a week/ \$400 a month
- [iHeart NYC: WOR 710 AM](#) (News Talk): \$164 a spot/ \$4,100 a week/ \$16,400 a month
- [iHeart NYC: Q104.3](#) (Classic Rock): \$405 a spot/ \$10,125 a week/ \$40,500 a month
- [iHeart Poughkeepsie: 107.3 WRWD](#) (Country):\$12 a spot/ \$300 a week/ \$1200 a month
- [iHeart Rochester: WHAM 1180](#) (News Talk): \$120 a spot/ \$3,000 a week/ \$12,000 a month
- [iHeart Rochester: Radio 95.1](#) (Classic Rock): \$50 a spot/ \$1250 a week/ \$5,000 a month
- [iHeart Syracuse: WSYR 570 AM](#) (News Talk): \$67 a spot/ \$1675 a week/ \$6,700 a month
- [iHeart Syracuse: B104.7 FM](#) (Country):\$141 a spot/ \$3525 a week/ \$14,100 a month.

Let me know if you have any other questions or want to hop of the phone at all for me to explain any of this further!

Danielle Garcia

Account Executive

[iHeartMedia](#) | [Inside Sales](#)