



Board of Directors Meeting
July 07, 2015 (Tuesday)
07:30 pm –09:30 pm (EST)
Dial-In: 866-244-8528 / Passcode: 940707#

I. Meeting Open: (Ken)

- Welcome & Call to Order
Meeting called to order at 07:33 PM
Present: Ken, Joe, Robin, Holly, Lynn, Jeanne
- Discuss & Accept June 2015 Empire Minutes
Will make correction to the building cost, and number of candidates running for board.
- Review & Approve Today's Agenda
Motion to approve Robin, second Lynn. Carried.

II. Treasures Report: (Holly)

- Bank Balance: Pending
- Outstanding debt:
- Upcoming debt:
 - Trailer Insurance
 - An Insurance bill I need to send to Holly
- Reclaim Funds from Show:
 - To date, \$215 cash with an outstanding balance of \$415. Partial payment expected next month.
 - Same for July - No update on this. (KEC)
- Actions:
15 paid memberships received.
5 Event payments received 4 checks/1 credit card.
Jeanne has EAA yarn checks to send to Holly.
 - Clean up membership list
If we cut people off the membership list who have not paid, they will not get notifications of events and we could potentially lose potential participants.

III. Standing Committees Reports:

- General: (Ken)
 - Summer Retreat and Strategy Planning Session (outside facilitator)
 - Postponed until New Board is seated. Potentially Winter retreat?
- Marketing: (Ken)
 - Update
 - Website Progress
 - Ken working to complete (on-going)
 - Working with Joe who has brought up options for membership, reports and clean up for the show information.



- New Items:
 - Ken to contact Kara Dunn for Showtacular Promotion.
 - Will need significant marketing to make the Showtacular as success.
- Actions:
- Sustainability – Fiber (Lynn)
 - Yarn Project 2015?
 - 2015 collection dates and procedures?
 - What needs to be done
 - New Items: Nothing new to report.
 - Actions: Lynn to contact Leslie. Ongoing.
- Education & Youth (Robin)
 - Update on Seminar
Robin presented spreadsheet on seminar costs.
Board members attending the seminar need to register to allow for accurate count and to order food.
 - New Items:
 - Educational Opportunities for Showtacular
- Show (Joe)
 - Update:
 - Discussed approved Combined Show
 - General Info:
AOA has approved the combined EAA/Green Mtn show.
It will be a test case and all eyes will be on us. We must be successful.
If we demonstrate success, we could encourage other struggling shows to combine efforts.
4 Rings running simultaneously.
 - Opportunities:
 - NEOBA's president has resigned. Currently working with the member-at-large and the treasurer. NEOBA needs to take responsibility for their portion of the show as they are going to benefit significantly.
Need to coordinate with NEOBA soon.
 - EAA needs to protect itself from failure.
 - Predict great attendance due to the big draw of the two shows.
 - Need to be responsive to peoples' needs. Some will like the combined show, some will not. Cannot please all. The plusses will outweigh the minuses.
 - Need to break up the expense by the number of registrations and expense each organization accordingly.
 - Need to develop a concept to present to the public.
 - How much do we segregate? Do we split sponsors, meet and greet or combine all?
 - Registration: Need to connect with Don Tompkins. EAA registers stalls first.
 - Sponsorships:



Recommend sponsorships for both shows.

Joint sponsor for coffee (3 days)

Sponsorship pricing from last year:

-\$1750.00 Meet and Greet, Hospitality, and Coffee

-Wine sponsorship will increase due to significantly more people.

▪ Stalls:

Participants in both shows will buy stalls once.

Venue price will go up \$3800.00 to add another day.

Will need more stalls. Will need to check with Jonathan regarding increased pen price. LLE will get extra value due to increased attendance.

Estimate 50/50 split of participants.

▪ Marketing:

“Two incredible shows, one great weekend”

Need to advertise ASAP.

Work towards a combined email list.

-Can we get a list from AOA?

-Send out invites to the larger farms. Make this show “THE” fall show event. Lynn to send out personal invitations via email.

▪ Show book

Robin to coordinate show book. She will need help. We will be using the “Focus” magazine which is a bound magazine. There are already pertinent alpaca articles in place. We need to decide on specific content. We will need lead time to print the showbook. Will not be able to print last minute, everything to printer 2 weeks prior to show.

Artwork suggestions? Art vs attractive alpaca pictures with logos?

Should have a “Showtacular” font.

One show book for both shows.

▪ Photographer:

Will need to be present for all 3 days. Will need to separate the shows.

A PAOBA photographer takes photos and strips in the appropriate banner.

▪ 2015 is 15th Year for Empire

- How do we celebrate?
- What should we highlight?

▪ When do we want to go live?

- Go Live early August

▪ Joe’s List

- Youth Performance will be outside of AOA rules.
 - Will need a separate ring.
 - Cindy will handle registration, ribbons, etc.
 - Polly will judge.
 - What to charge for pens and alpacas?
 - Performance will be Sunday morning
 - 2 Rings.



- Youth Halter to be sponsored by the Alpaca Coalition. Also outside of AOA rules.
 - Will use halter rings.
 - Rules?
 - Judge alpaca and handler?
 - Prize Money all places.
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 - Does this cause Empire to hold an uncertified show, if so what are our obstacles?
 - Will Sue continue to be show super?
 - Can we still use Don's registration system.
 - Pen sale I thing should be more organized.
 - Show Book, Holly said she knew someone to help with it.
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- New Items:
 - Actions: Ken to touch base with judges. Need to be sure judges there for color check on Thursday. Make sure Sue has correct contracts for Thursday through Saturday.

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

- Nominating Committee (Jeanne)
 - Jeanne Update
Working with Chris. Have 4 candidates. Bios to Jeanne by the end of the month.
 - Chris Houseworth volunteered to be the Chairperson
 - Timeline:
 - 4 Candidate Names by July 11th
 - Candidate Bios in to Chair by July 25
 - Ballots go out Approx. 8/31
 - Last Mail Date accepted 9/22 (mailed to accountant)
 - Accountant sends results to me approx. 9/29 or earlier
 - Plan to have in person board mtg. prior to Extravaganza to meet new directors and also vote on next year's officers so we can announce them at the Extravaganza. Just as we did last year

VI. Meeting Close (Ken) 09:35 PM Next meeting: 08/04/15

**Respectfully submitted:
Jeanne L. MacLeod-Lang**