



Board of Directors Meeting Sept 2, 2014

I. Meeting Open: (Ken)

- Meeting called to order at 7:35pm
- In attendance- Ken Clark, Sarah Lamanna, Jody Hatch, Joe Crocco, Holly Jacobs, Robin Shatzkin, Lynn Edens
- Motion to accept the Aug.12th meeting minutes made by Jody and seconded by Holly
- Agenda unanimously approved

II. Standing Committees Reports:

- General: (Ken)
 - Nomination Committee:
 - **Leslie Joritsma/Chris Houseworth**
 - Have 4 Candidates for this year's Election
 - Holly Jacobs
 - Jay Russell-Russells Alpacas
 - Jean McLeod-Lang Thistle Creek Alpacas
 - Kathy Scutt Never Ending Alpaca Farm
 - Timeline:
 - 4 Candidate Names by July 19th
 - Candidate Bios in to Chair by August 22
 - Ballots go out Approx. 9/01
 - Last Mail Date accepted 9/22 (mailed to accountant)
 - Accountant sends results to Ken approx. 9/29 or earlier
 - Plan to have in person board mtg. prior to Extravaganza to meet new directors and I would like to vote on next year's officers so we can announce them at the Extravaganza. That way next year's board hits the ground running. Thoughts?
 - Will go in mail 09/03/2014 Also emailed to accountant.
- Marketing: (Jody)
 - Show Marketing: Eblasts via AOA out now, more coming out to share educational events etc. after 9/14. Will send out another eblast reminding folks that the early-bird pricing rises 9/15.
 - Reaching out to vendors to attend/sponsor/donate - slowly coming in
- Education & Youth (Robin)
 - Update- particulars about the educational events at show coming as bios etc. are coming in but should be done by Tues.
 - Show Schedule and actions
 - Karen Chien (Object Mythology) will do a merchandising seminar from her booth
 - Ann Merriwether will moderate The Geriatric Alpaca and Guerilla Alpaca Marketing with additional help needed
 - Leslie Joristma from Autumn Mist will do a q&a at her booth where farms can bring their fleece and she will tell them what would be the best things to do with it



- We have a confirmation from the vet to do parasite discussion
- **DONE:** Joe Crocco is working on getting us a fodder company to do a presentation
- **KEN:** Close to done. Still waiting on confirmation of Accountant to do Audits and Taxes.
- Robin Shatzkin will do a seminar at the Embroidery Criations booth about how to use their products for the best marketing outside of your far
- Robin Shatzkin can also do a “Selling yarn and fiber products to your customers who don’t knit, crochet, spin, etc.” if we need it at the Autumn Mist booth (which I will be sharing with them)
- Show (Joe)
 - Update
 - Joe to send updated show file from last month to board
 - Ken will send a spreadsheet on the show
 - Silent auction vs. herdsire auction, online for herdsires? Openherd
 - Pen sale- online component - Alpacastreet-
 - Coffee vendor- Recess Coffee
 - Utility Trailer for Empire stuff
 - Complete, currently registering
 - Actions:
 - Ken responsible for show volunteers.
 - Jody to check with local high school band for weekend assistance at show.
 - Joe to check on WI-FI capability and price for Extravaganza
 - Lynn will contact some other farms that haven't sponsored as yet to ask them.
 - Jody- checking into the band to assist w/ moving in and out
 - Announcer- few choices available- Joe will ask Scott for more names
- Sustainability – Fiber (Lynn)
 - “Empire” branding? Anything new?
 - Yarn Project Update
 - Status of Yarn Project Farm Viability Report- nearly done per Lynn
 - 2014 collection update
 - Dates- collection ends 9/15- Leslie doesn't have totals for us yet but will soon.
 - List of regional tanneries
 - Lynn to send List to Jody
 - New Items: A brief update on the status of the effort to adapt “Making More From Sheep” to alpacas- permission for Australian Wool given to use but no template- they would like a copy of what we produce.

Motion to adjourn made by Lynn and seconded by Jody. Unanimously passed
Next meeting Tues. 7:30pm
Meeting adjourned at 8:53pm