



Board of Directors Meeting
March 03, 2015 (Tuesday)
07:30 pm –09:30 pm (EST)
Dial-In: 866-244-8528 / Passcode: 940707#

I. Meeting Open: (Ken)

- Welcome & Call to Order at 07:34 PM
Present Ken, Joe, Jeanne, Lynn, Holly and Robin.
- Discuss & Accept January 2015 Empire Minutes
Motion to accept by Lynn, seconded by Robin, carried.
- Review & Approve Today's Agenda
Approved.

II. Treasures Report: (Holly)

- Bank Balance: 139,588.18
- Outstanding debt: 100.00 from the auction outstanding, 92.00 check received.
- Upcoming debt: Normal monthly bills
- Actions: Will need accurate show costs to use to plan for next year. Donors get

III. Standing Committees Reports:

- General: (Ken)
 - 2015 is 15th Year for Empire
 - How do we celebrate?
Name suggestions? Empire Extravaganza Crystal Celebration.
 - What should we highlight?
 - 2014 Herdsire Auction discussion
 - Ken to write up email to be sent to past participants
Watch interest in herdsire auctions at upcoming shows.
Donors get burned out giving away breedings.
Don't want to devalue their herdsires.
- Marketing: (Ken for Jody)
 - Update
No response from Openherd, push forward
 - Website Progress
 - Ken/Jody need to complete
 - New Items:
 - Meet with PR person to discuss a contract for the year
 - March 14th meeting in Pulaski
Need to put together thoughts/ideals to put together proposal.
 - New ideas for 2015 Membership Marketing
 - Actions: Forward ideals for upcoming PR meeting to Ken/Jody.
- Sustainability – Fiber (Lynn)
 - “Empire” branding? (Where are we going with this in 2015?)



- Continue the Yarn Project.
 - Draft of the EAA Yarn Project reviewed.
 - We should replicate the PAOBA program
 - 2015 collection dates and procedures?
 - Need collection points across the state.
 - What needs to be done
 - Actions: Need to confirm EAA Yarn Project info with Leslie
 - Difficult to obtain RFPs without knowing grade of fiber.
- Education & Youth (Robin)
 - Update
 - ABWNY has chosen not to partner with EAA for a joint conference in WNY. Conference in Trumansburg moving forward.
 - -Speaker: Dr. Ruth Ann
 - -Fees: \$35.00 for members/\$45.00 Non-members.
 - -Hours: 09:30-05:00PM with option for separate dinner/speaker at additional cost.
 - New Items: Will update in May.
- Show (Joe)
 - Update:
 - Fleece Judges: Cheryl Gehly/Glen Finbow
 - Halter Judges: Diana Timmermon (males), Helen Humphreys for Females
 - New Items:
 - Contracts going out soon.
 - If Fiber Arts are to be included; we need to find a fiber arts judge soon to judge fiber arts, spin off, and skein competition.
 - Fiber arts does not need to be AOA certified
 - Robin and Leslie have possible people qualified for the fiber arts judge.
 - Performance:
 - When will the performance portion occur? Possibly Saturday evening.
 - Could use a non-certified judge for Performance.
 - Some of the 4-H kids are not coming back this year due to when competition was held last year. Is there enough interest to hold competition without this large group returning?
 - Joe will contact the fairgrounds to verify that the EAA weekend has been held.
 - We will need a new coffee vendor
 - Sponsorships:
 - Need to contact previous sponsors to offer sponsorship.
 - Market show on Facebook similar to what MAPACA has been doing. Keeps the show and it's development in the forefront of everyone's mind. Markets the sponsors, promotes the workshops, etc.



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

- Upcoming Elections
 - Two positions open
 - To discuss further next meeting
- Newsletter (TBD)
 - Online or hard copy
 - Timeline

VI. Meeting Close (Ken)

- Next meeting TBD
- Motion to adjourn Lynn/Robin

Respectfully submitted,
Jeanne L. MacLeod-Lang