

**Board of Directors Meeting**  
**November 15, 2015 face to face**  
**10:30 am -2:00 pm**

**I. Meeting Open: (Ken)**

**A. Meeting called to order at 10:30 by Ken Clark**

**B. Members present: Ken Clark, Joe Crocco, Holly Jacobs, Jay Russell, Becky Wadsworth, and Leslie Jorritsma.**  
**Absent: Lynn Edens.**

**C. Discuss and Accept October minutes-motion to approve October 2015 minutes by Ken, seconded by Holly.**

**II. Treasures Report (Holly)**

**A. Bank Balance \$135,829.47 but still several items outstanding and waiting for NEOBA to settle up.**

**Actions:** Holly to finish up show expenses so NEOBA can be billed.

**III. Standing Committees Reports:**

**A. General (Ken)**

**a. The need to restart e-blasts was discussed.**

**b. Constant Contact was discussed; the need to reduce emails to a single email per member farm will reduce monthly costs.**

**c. The need to utilize our cloud account for storage of EAA documents (Egnyte).**

**d. Look into changing or discontinue some other electronic add-ons.**

**B. Show: (Joe Crocco)**

**a. Showtacular went very well for a first time event.**

**b. Problems with announcements-possibly look into a second announcer.**

- c. Hospitality room-we need more communication**
- d. Discussed problems with printouts, show book distribution, all minor and easy fixes.**
- e. Pen Sale-discussed problems posed by animals in one space and farm selling animals in another, discussed possibly putting pen sale throughout building into participants pen and having a sign above for marketing or possibly discontinuing pen sale.**
- f. Volunteers-decided we need to have a volunteer coordinator for 2016. Also Joe will add food vendor to Thursday for volunteers and also for attendees wishing to purchase food.**
- g. All in all it was decided that the 2015 Showtacular was a great success and we will proceed with planning for the next year's event.**

**Action:** Plan next year's Showtacular and explores other possibilities including a conference.

**Action:** Leslie will do a survey monkey survey to assess member interest in another show during the year and or conference.

### **C. Marketing (Ken)**

- a. Website needs updating.**
  - 1. Need minutes, members listed and updated.**
  - 2. Regular updating from each committee.**

**Action:** All board members to review EAA website.

### **D.Sustainability: (Lynn)**

- a. Needs its own webpage and to be split off from fiber.**

### **E. Fiber: ( )**

- a. Leslie reported excellent results from the Yarn project sales at Showtacular.**
- b. All leftover yarn and rugs are now being sold on consignment.**
- c. Approx. 800 pairs of insoles are left-an email was sent out to EAA members with availability.**
- d. Discussed the need to inform members about yarn project.**

**Action:** need new RFP for 2016.

#### **F. Education and Youth ( )**

- a. Placement of youth classes within the show proper was discussed, especially since more possible with present 4 ring format. Also could have performance classes during pizza party.**
- b. Summer Seminars-possibly a few instead of one located in different parts of the state.**
- c. Webinars: discussed as a possibility again.**

**Action:** Leslie will check with Robin regarding webinars.

#### **IV. Committee assignments for next year:**

**Show- Joe Crocco**

**Education and Youth- Jay Russell**

**Fiber-Leslie Jorritsma**

**Sustainability-Lynn Edens**

**Marketing-Ken Clark**

#### **V. Meeting adjourned at 2:05. Motion made by Leslie and seconded by Jay. Passed unanimously.**

#### **VI. Next meeting (phone conference) scheduled for: December 8<sup>th</sup>.**

