



Board of Directors Meeting
August 04, 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 7:35PM. Present: Ken, Joe, Robin, Lynn, Jeanne. Holly excused.
- Discuss & Accept July 2015 Empire Minutes
No changes to July minutes. Lynn made motion to accept, Joe seconded. Motion carried.
- Review & Approve Today's Agenda

II. Treasures Report: (Holly) PENDING

- Bank Balance:
- Outstanding debt:
- Upcoming debt:
- 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:
 - Clean up membership list
 - F/U with Holly regarding registration for the trailer as Ken did not receive a 2015 registration.

III. Standing Committees Reports:

- General: (Ken) Nothing new to report
- Marketing: (Ken)
 - Update
 - Website Progress
Up and operational. Able to make updates. Able to run some reports. Ken updated his membership to test Pay Pal payment-worked well. Pay Pal has many reports that will help Holly. Work continues on website to be able to run additional reports.
 - New Items:
 - Ken to contact Kara Dunn for Showtacular Promotion
Kara Dunn has passed on helping us with the Showtacular Promotion Possibly related to adding the New England portion of the show. She did give Ken a recommendation for person in the New England area that can assist with marketing the combined show. Ken will follow up.
 - E blast was to go out from NEOBA on Sunday afternoon regarding Showtacular. No one has seen the blast.



- No updates from NEOBA recently.

- Sustainability – Fiber (Lynn)
 - Yarn Project 2015?
 - 2015 collection dates and procedures?
 - What needs to be done
 - New Items: Nothing to report
 - Actions:

- Education & Youth (Robin)
 - New Items:
 - Report on the workshop
The weather was wonderful.
Cheryl Dewitt presented excellent information. She was very approachable. Participants asked excellent questions and she provided understandable answers. Participants came from Martha's Vineyard, Maryland, Virginia, Ohio, and Pa.
Need to find out if we can upload her slides to the EAA website as education.
Robin asked if other farms would be willing to host an EAA workshop in the future.
Wini Labreque donated a free seminar where 50% of the proceeds will be donated to the EAA Yarn Project.
Leslie J. advised that if she is elected to the board, she will not be able to make yarn for the Yarn Project.
EAA Yarn sold at the workshop.
 - Educational Opportunities for Showtacular
Dr Purdy will present a lunchtime educational event on Saturday.
No additional on-site educational events will occur.
Discussed educational opportunities in print form.
Open Herd tutorial?

- Show (Joe)
 - Update:
 - Discussed approved Combined Show
 - 2015 is 15th Year for Empire
 - How do we celebrate?
 - What should we highlight?
 - When do we want to go live?
 - Go Live tomorrow!
 - Blast to go out tomorrow
 - Post to Facebook-anyone can post.
 - Sue Ives will also put up communication that the show is open
 - Joe's List
 - Youth Performance will be outside of AOA rules.
 - Will need a separate ring.



- Cindy will handle registration, ribbons, etc.
 - P Polly will judge.
 - What to charge for pens and alpacas?
- 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.
- 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.
- New Items:
 - Photo Contest-we will pass on it this year.
 - Showbook
We need to solicit advertising for the showbook.
Estimate 75-100 books total
Suzanne to f/u w/Joe re price copy per page
 - Hotels
Holiday Inn \$92.00
Ken to investigate other options
Halter judges booked, need to determine if the fiber judges have been booked.
 - Stalls
Jonathan is holding on the stall prices, estimating 600 animals
Need to obtain contract and pay deposit.
 - Expo-need to obtain bill for the extra day fee of \$3800.00 and make payment. Ken prefers to have everything paid asap.
 - Straw
Ken's neighbor has oat/wheat straw available.
Approx. 300 bales.
Price per bale not yet determined.
 - Sponsorship
Need a sponsor for Thursday night pizza party.
- Actions:

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

- Nominating Committee (Jeanne)



- Jeanne Update
Bios received for the 4 candidates.
Ken states that there may be 2 more candidates. Will know for sure by the weekend.
- 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)