



Board of Directors Meeting
August 12, 2014 (Wednesday)
07:15 pm –09:00 pm (EST)
Dial-In: 866-244-8528 / Passcode: 940707

I. Meeting Open: (Ken)

- Welcome & Call to Order
- Discuss & Accept July Minutes: Motion Jody, 2nd Joe, All in favor
- Review & Approve Today's Agenda
- Just a reminder - Telecom Protocol (do's and don'ts during mtg)

II. Treasures Report: (Holly)

- Bank Balance: \$124,023.48
- Outstanding debt: \$ None know, waiting on show costs
- Upcoming debt: Show Expenses, non-defined as yet
- Actions:

III. Standing Committees Reports:

- General: (Ken)
 - Standing monthly mtg schedule for committees
 - 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 me 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?
 - Action:
 - Holly to talk to accountant to ensure they are ok with tallying ballots.
 - Action Complete



- Jody to send out eblast reminder to membership that only paid members will receive ballot.
 - Action Complete
- Marketing: (Jody)
 - Update
 - Website Progress
 - Date to go live?
 - When is preliminary preview date?
 - New Items:
 - Actions:
 - What charges would be from PayPal if we decided to use it?
 - Action closed and 2015 board needs to add this as an item to review in Jan 2015.
 - Jody to work with AOA to send weekly eblast for Extravaganza.
 - Action complete
- Education & Youth (Robin)
 - Update
 - Karen Chien (Object Mythology) will do a merchandising seminar from her booth
 - Ann will moderate The Geriatric Alpaca and Guerilla Alpaca Marketing with additional help needed
 - I will share info to the board on on Chris R's fees, etc on a Poop Marketing seminar
 - Leslie 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 will do a seminar at the Embroidery Criations booth about how to use their products for the best marketing outside of your far
 - I 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)
 - New Items:
 - Future Committee Telecoms?
 - Actions:
- Show (Joe)
 - Update
 - Joe to send updated show file from last month to board
 - Utility Trailer for Empire stuff
 - Complete, currently registering
 - New Items:



- 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
- Sustainability – Fiber (Lynn) (On sabbatical for 2 months)
 - “Empire” branding? Anything new?
 - Yarn Project Update
 - Status of Yarn Project Report? When does it need to be complete?
 - 2014 collection update (**SARAH assisting**)
 - Dates?
 - List of regional tanneries
 - Send List to Jody
 - New Items: A brief update on the status of the effort to adapt “Making More From Sheep” to alpacas
 - Actions:

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

- (TBD)
- Newsletter (TBD)
 - Online or hard copy
 - Timeline
 -

V. Membership E-blast Contents (Ken)

- Time line for May eblast (Jody)
 - Committee Bullets – short, to the point and simple
- Ken to write email to membership in regards to Kathy’s resignation and Robin filling the remainder of Kathy’s term
- Reminders?
- Other items?

VI. Meeting Close (Ken)