



Board of Directors Meeting
June 17, 2014
07:00 pm –09:00 pm (EST)
Dial-In: 866-244-8528 / Passcode: 940707

I. Meeting Open: (Ken)

- Welcome & Call to Order at 7:10 pm
- Members present- Ken Clark, Joe Crocco, Jody Hatch, Sarah Lamanna, Robin Shatzkin, Holly Jacobs
- Absent- Lynn Edens
- Motion to approve minutes for May 2014 meeting made by Lynn and seconded by Holly- minutes approved unanimously.
- Agenda approved

II. Treasures Report: (Holly)

- Bank Balance: \$125,454.52 as of last statement
- Outstanding debt: \$1098 Farm Family Casualty, \$1250 Davidson Fox (general ledger fees and 2013 tax fees)
- Upcoming debt: Ken received bill for directors insurance (Amount \$2204.)
- Budget review and discussion:
 - budget for remainder of year and next put together
- Actions:
 - Holly - Review historical committee costs, show costs, other costs and create list for potential budget basis
 - Membership cut-off date discussed
 - Robin to draft letter to those farms who've not renewed a yet
 - Sarah to check w/ Farm Family Insurance- Ken sending policy #

III. Standing Committees Reports:

- General: (Ken)
 - Standing monthly mtg schedule for committees
 - Nomination Committee:
 - **Need Chair Now – checking into possibilities**
 - Need 4 Candidates for this year's Election
 - Timeline:
 - 4 Candidate Names by July 19th
 - Candidate Bios in to Chair by July 26
 - 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?
- Names of possible chair for committee need to be sent in one week's time.
- Overview of AOA Leadership Meeting held June 9th (Ken) -
- AOA - affiliate requirement of the membership, 75% must be AOA members, too. How do we find out who are AOA members. Discussed a possible change in percentage. Next affiliate meeting in July- to discuss strategic planning. Software updating; perks to affiliates for advertising; affiliate news in newsletter; new focus on product; Nebraska site of next national show.
- Marketing: (Jody)
 - Website Progress
 - Date to go live- End of June or after July 4th
 - When is preliminary preview date- end of next week
 - design in place
 - New Items: email her items for committee reports
 - Actions:
 - What charges would be from PayPal if we decided to use it- 2.9% of transaction + .30 per transaction fee
 - Jody to check to see that Admin. options would also be available on new website
- Education & Youth (Robin)
 - New Items:
 - Speakers needed for Extravaganza focus right now
 - List of potential education events- need seminars for other times.
 - Discussed- notes from speakers available for members
 - round table discussion topics
 - Actions:
 - EAA table at various events to increase membership; lunch break speaker



- send Robin info about possible members to speak briefly on topics
- Joe to contact fodder people

- Show (Joe)
 - Joe to send updated show file from last month to board
 - Blocks of room set up for 3 hotels
 - 10x10 stalls this year
 - Utility Trailer for Empire stuff - TBC
 - Actions:
 - Jody to check local school band members to help w/ unloading
 - Ken - volunteer committee organized
 - Thank you gifts for sponsors & volunteers- Robin to check w/ embroidery lady for costs, items
 - Coffee - Holly to get info on cost of commercial-size maker; check to see if insurance to cover us doing the coffee
 - Joe- food vendor- new this year, check their regulations & see if they can do just coffee
- Sustainability – Fiber (Lynn- not present; tabled)
 - “Empire” branding? (Not to be confused with Pride of NY) Anything new?
 - Yarn Project Update
 - Status of Yarn Project Report? When does it need to be complete?
 - 2014 collection update
 - 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

Action
 - Fiber sorted this fall is at Kathy Bryan's place, Robin will check how much and then it will be shipped to Autumnmist
 - Jean McCloud-Lang has the remainder of the last of EAA product.

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

- None to report
- 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
- Next meeting date: July 16, 2014 7-9pm

Motion to adjourn made by Robin and seconded by Joe.
Approved unanimously- Meeting adjourned at 8:55 pm