



Board of Directors Meeting Minutes
March 04, 2018 (Sun.)
10:30 pam – 02:00 pm (EST)

I. Meeting Open: (Ken)

- Welcome & Call to Order
- Discuss & Accept February 2018 Empire Minutes by Jay Russell, seconded by Chuck Gerber, all in favor 6, opposed 0, not present 1.
- Review and approve agenda for March 2018: Approved

II. Treasures Report: (Holly)

- Bank Balance: \$96,819.72
- Outstanding debt: Ringside Ribbons, NorthEast Decorating, check still not cashed to Cindy Cuykendall.
- Upcoming debt:
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- Actions:
 - None

III. Standing Committees Reports:

- General: (Ken)
 - Welcome new board member, Jim Evans. To serve remainder of Lynn Edens term.
 - 2018 Rhinebeck Festival & Empire Show update (Joe/Jim)
- Marketing: (Chuck)
 - Website Updates:
 - Need to update website as information is stale. Need to add seminars schedule, start of show and other items.
 - Other communication ideas?
 - Actions:
 - Chuck to look into new Facebook account
 - Review Website templates
 - Chuck to look at potential membership survey
 - Jim to contact 4H group about coming to 2018 Showtacular and running performance exhibition.
 - Ken to reach out to Joe at Open Herd to change home page back to the generic Empire Home Page.
- Show: (Joe)
 - Review and Discussion:
 - Start 2018 Show discussion:
 - Show set and certified 11/08 – 11/11/2018



- The dates were confirmed for use of the new building with concrete floors and collapsible bleachers.
- 3/13-next Showtacular meeting, meeting was cancelled
- Fleece show will be discussed if a large expense
- Need to revisit list of corporate sponsors
- Action-Kara to resend list/letter to board

- The MAPACA Board asked if we would like to swap sponsorships with them. I have sent a request to the NEOBA Board as we both need to agree. We voted yes to swap pending NEOBA approval. Also agreed to have a marketing table there as well.

- Hotel changes-if we provide a vendor spot we are not providing a hotel room. Also need to ask Embassy if there are comp rooms available since we have such a large block and dinner there.

- Show committee to speak to NEOBA about an auction committee.

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- Format Changes:
 - Possible money for placings-Not cost effective
 - Seminars-Possibly still have Alpaca 101 or live roundtable discussion
 - Walking Fleece Super changes
 - Other ideas?
- Sustainability: (Chuck)
 - Update: This group may be changed to business innovation group.
 - New Items:
 - What do we want to do for 2018?
 - Chuck will be updating website
 - Do we keep the committee?
 - Yes we are keeping this committee
 - Actions:
 - Joe will reach out to Cindy Berman for marketing suggestions.
- Fiber: (Kara)
 - Update:
 - New Items:
 - Need inventory of all Empire Fiber Products
 - What do we want to do for 2018?
 - Actions: Kara, Holly and Karen to get together before next meeting to figure out inventory
- Education & Youth: (Jay)
 - Update:



- All info has been emailed to members about possible training hosts for 2018
- Liz Taylor-has sent a list out with her seminars and dates.
- Discussion of NEAFP possible bus trip to learn about sorting/grading on site.
- Holly to write a bio for large animal vet students for proposed scholarship as well guidelines and application.
- New Items:
 - 2018 Ideas:
 - Jay's Happenings
 - Quote for 2018 Empire Member stickers requested from Renee (other vendor quotes needed?)
 - Current quote from sign-quip is 10 cents a piece
 - FFA President/Vice President of students, educational videos have been distributed.

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

- Election Committee 2018 (Justin):
 - Two positions will be open: Chuck and Jay
 - Ken will email Justin about election committee.
 - Next meeting-4/2 at 7:30 p. m.

V. Meeting Close (Ken)

Chuck made motion, Joe seconded, meeting closed 2:10 p.m.