

Minutes of Empire Alpaca Association Meeting March 7, 2009

Present:

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| Jeannine Anderson | Gaze Acres Alpacas |
| Cindy Cuykendall | Song Meadows Alpacas |
| Steve McCarthy | Spruce Ridge Farm |
| Dick McCoy | Foxrun Farms Alpacas |
| Ann Merriwether | Nyala Farm Alpacas |
| Barb Rossi | Bel Canto Farm |
| Sue Zelazny | Andes Dandies, LLC |

Meeting was called to order at 10:38 AM at Foxrun Farms Alpacas

MINUTES

Dick made the motion to approve the minutes from the annual meeting, Barb seconded and they passed unanimously.

Dick made a motion to approve the January minutes, Ann seconded and they passed unanimously.

The annual minutes need to be sent to AOBA. Jeannine will send them.

MEMBERSHIP

Membership dues were discussed. Cindy made a motion to raise the dues to \$60 with a \$10 discount for renewing before June 1. Ann seconded the motion and it passed unanimously. Cindy will put an article about dues in the newsletter.

The renewal process was discussed. Last year individual phone calls were made to remind people to renew their membership. This year Cindy will send an email renewal reminder as well as a postcard reminder.

Steve mentioned that a benefit of membership is the email list for EAA. One receives it by calling the secretary. The terms and conditions need to include that it is only for alpaca related purposes. Example – I acknowledge that this mail list will only be used for appropriate alpaca related business purposes. I will not sell or distribute this list.

FINANCIALS

Steve passed out several pages of EAA financial spreadsheets. The Empire Extravaganza had a profit of \$74,745. The accounting fee will drop this year by approximately \$8,000 because we will not need to have an audit. Bank fees will go up because we are accepting credit cards. We currently have \$40,000 in cash accounts.

We discussed ways to cut costs at events – Audio-visual equipment is a major expense to rent. We could ask speakers bring their own laptops and EAA could buy a projector.

The fleece-show loss was \$5,601 and the fiberarts loss was \$3,470 for a total of \$9,072. We could move the fleece show back to Extravaganza, but in the member survey the majority did not wish to do so and it would not necessarily reduce the loss.

We are in good shape and will have membership dollars coming in June and Extravaganza registrations coming in August.

SYMPOSIUM

Ann reported on the symposium evaluations. 44 out of 104 were returned. The responses were very positive. Suggestions for next year included – fecals/parasites, fiber end products, vet talk on aging alpacas or dermatology.

Steve reported that the survey results showed the top reasons for not attending the Symposium were schedule conflicts and the economy. Of those attending, 79% were very satisfied and 79% were very likely to return. The majority responded that we should continue the vet day because it is money well spent.

We will discuss next year's symposium at our April meeting.

EXTRAVAGANZA

We discussed sponsorships and decided the platinum will remain at \$1,500. We will look at benefits and will discuss the other sponsorship levels at our next meeting. Entry fees will remain \$38, one of the lowest priced shows. Stall fees will be \$200 and \$150. We will continue to give members \$25 off on their first stall.

Vendors – we have a list of interested vendors. The cost is \$200 for a 10 X 10 space and most need 2 spaces. We need to look at the space and determine where to situate the vendors.

Fiber collection for AFCNA will take place again in 2009.

Barn Manager will be determined at April meeting.
Seminars will be determined later, Farm Safety is one possibility
Volunteer gifts need to be determined
Layout – we will think about and discuss at April meeting
Signage - more is needed to direct flow when people are arriving
Commercials – in the past we budgeted \$10,000 for TV, need to think about
Cocktail party will be continued in place of the dinner
Sponsors for the cocktail hour can be solicited
Silent Auction/Raffle – Lou Eustance is in charge

MARKETING

Barb gave a slide presentation report from the marketing committee. The members of the committee are Sue Watts, Lou Eustance, Barb Rossi (chair), and Dick McCoy. They are interested in re-branding EAA with a clear and consistent image that is easily identifiable. They will evaluate our marketing efforts on a yearly basis. Priorities are the logo and website. The marketing committee will also take over the advertising.

YOUTH COMMITTEE

Ann explained the AOBA efforts to start a youth committee and made a motion that EAA form a youth group. It was seconded by Steve and passed unanimously. Ann will oversee this and Cindy will help.

MISCELLANEOUS

Steve shared the thank-you that EAA received from the Student Design Competition and passed the informational Booklet around.

The nominating committee needs candidates recommended to run for the board.

Jeannine discussed the new EAA displays that will replace the green panel displays that have been used for a number of years. The fabric for the retractable banners was chosen from samples – vinyl – because it is the most longwearing. We will wait to order the 3 banners until the marketing committee has a chance to work on the logo so that we have a consistent look to all of our marketing efforts.

The artificial cria project would require \$435 for the next step, to put the neck together in plastic. We need more information before moving forward.

School calendar - the cost to be included is \$450 for a month and the cover photo. We will not participate for next year.

A donation for the cria vaccination program will be considered after we have a clearer picture of our 2009 incoming moneys.

We will continue to support non-profit NY shows.

We will look for cheaper insurance.

Each committee will send a mission statement to Cindy by April 13th and she will present them to the board at our April meeting.

Meeting adjourned at 6:28 PM

The next meeting will be Monday, April 20th at 7:00