

## Minutes of Empire Alpaca Association Meeting June 13, 2009

Present:

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 7:05 PM

Sue Caston of Patchwork Meadows joined the meeting

### Extravaganza

The board following e-mail discussion decided to have the Extravaganza be 60/40 this year.

Sponsorships are coming in well (9 platinum and 1 gold) and we hope for more.

We received an e-mail from a member asking us to explore increasing Suri presence at the Extravaganza. We are currently looking for specific suggestions from Suri breeders. We are considering forming a suri interest committee.

We have strong interest from vendors at the Extravaganza. Steve pointed out by charging members \$250 a stall we are losing money on stall space that would hold alpacas. We decided to increase the stall space to \$300 for vendors with a limit of 3 spaces.

Steve received a request from The Nunoa Project to have a table at Extravaganza. Everyone was okay with this.

Barb proposed having a staffed welcome table at the Extravaganza. Sue Caston volunteered to head up coordination of the welcome table. All board members volunteered to help cover the table. The table would have brochures, maps, farm lists by county for the public as well as answer questions.

### Beneficiaries of the silent auction.

Cindy made a motion to have Cornell, Tufts and ARF. Steve seconded the motion. It passed unanimously

### Marketing

We are still waiting on Logo designs from one firm.

The marketing committee is working on some new promotional strategies for the Extravaganza and hopes to push advertising out further.

They are also exploring display options

Looking to re-vamp the brochures.

Looking to have a lead collection at farm days and at the Extravaganza with a raffle idea.

### Membership Renewal

We currently have 266 members. Our reminder calling drive seems to have been very effective. Cindy will send out one more e-mail folks will be deactivated after that.

### Empire Farm Days

Cindy reported that all is set for that. Cindy will be sending out a call for volunteers.

### Approval of Minutes

Steve made a motion to accept the minutes as amended, Sue seconded the motion and it passed unanimously.

### New Business

Sue urged folks to get Newsletter info to her by September 1<sup>st</sup>.

We discussed the NY enforcement of truck trailer rules. Steve has received a number of e-mails relating members interactions with police over the rules. Dick is exploring this issue further.

The board approved the slate of candidates for the upcoming election (Ann and Sue abstained)

4 candidates were approved (Jody Hatch, Steve Fisch, Ann Merriwether & Sue Zelazny)

Sue Watts volunteered to do strategic planning for EAA after discussion Steve made a

motion to accept Sue's assistance with strategic planning Sue seconded. The motion was passed unanimously.

Steve made a motion to appoint Sue Caston to replace Jeannine. Ann Seconded. The motion passed unanimously.

Jeannine will be busy getting moved to head up the fiber committee Ann volunteered to find a replacement.

Meeting adjourned at 8:49 PM.

Next meeting will be Monday, Aug 17th at 7:00 PM.