

Minutes of Empire Alpaca Association Meeting August 17, 2009

Present:

Sue Caston	Patchwork Meadows
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

Old Business:

- Extravaganza
 - o Sponsor update (paying)
 - Platinum: we have 17 (2008: 18)
 - Gold: we have 7 (2008: 27)
 - Silver we have 5 (2008: 1)
 - 2007 sponsor total: \$35,390; 2008: \$48,625; 2009: \$35,275
 - o TV ad (Barb) we debated a new ad plan and new budget for the ad (should get more for our budget given it is not an election year)

Cindy motioned to make a budget of \$5000 Sue seconded and it passed unanimously.

- o Seminars Steve is working on this (tried for a parasite lab but it fell through)
- Discussed on the call vet options for the Extravaganza
- Marketing update (Barb)
 - o logo marketing committee has received logos and the committee will review this week and forward all of them with comments and a recommendation to the board
 - o Brochure is being re-worked and updated
- Membership renewal update (Cindy) we now have 229 paid members
- Empire Farm Days recap (Cindy)
 - There were 2 huacayas and 2 suris there for folks to meet
 - It was a bit slower than past years (but very wet before and then nice weather for haying and that might have pulled folks away)
 - Empire member there did meet a good number of folks interested in fiber males and breeding stock
 - We went through about 500 postcards for interested folks to fill in and got around 100 e-mail leads
 - And distributed lots of EAA brochures
- Symposium 2010: AOBA proposal (Steve)

Steve got a call from Bill Johnson AOBA is not doing their winter conference and so proposed that AOBA co-host the symposium this is very preliminary and we will get more information

- We discussed the upcoming Newsletter and it will include:
 - o Empire Days article: Cindy with Dick's pictures
 - o Annual Meeting notice
 - o Cornell student article
 - o Tufts research article
 - o Election article

New Business:

- We approved the minutes from July meeting
Cindy moved to approve the minutes and Steve seconded and it passed unanimously.
- We discussed the NAFD Marketing Plan
 - o Our Registry is open
 - o What we did in 2008 We used materials that were available on the AOBA web site:
 - AOBA press release, adapted for EAA, for newspapers
 - AOBA poster ad for newspapers with space for entering info (various formats)
 - AOBA poster for flyers with space for entering info (various formats)
 - o 2009 materials are available on line
 - o Steve requested a State Proclamation from the governor
 - o We sent e-mails and letters to TV & radio stations across NY and Ann and Cindy will do this again.
- The board Approved election materials sent by Sue Watts
Steve motioned to approve the amended materials Cindy seconded and it passed unanimously.
- 2010 budget briefly discussed and budget-planning meeting, we are thinking about committee needs

Next meeting is September 21st

We will have a budget meeting Oct 5th