

Minutes of Empire Alpaca Association Meeting September 21, 2009

Present:

Sue Caston	Patchwork Meadows
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

Absent:

Cindy Cuykendall	Song Meadows Alpacas
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Also present Scott Young Hilltop Alpacas

Old Business:

- Extravaganza
    - o Sponsor update (paying)
      - § Diamond: 1
      - § Platinum: 17 (2008: 18) – one more potentially still to come
      - § Gold: 9 (2008: 27)
      - § Silver 9 (2008: 1)
      - § 2007 sponsor total: \$35,390; 2008: \$48,625; 2009: \$45,225
    - o Financials
      - § Second building we discussed not having the second building, overall sign-up is lower than last year. Some cost saving ideas were discussed. We brainstormed cutbacks and incentives to boost numbers. The Extravaganza is our biggest source of funds.  
We discussed letting platinum sponsors have one extra stall.  
We discussed turning stall sharing on even though the show has not sold out.  
Steve made a motion to give a free stall to folks who donate a breeding Dick seconded it passed unanimously
    - o Extravaganza Marketing update (Barb) we discussed dropping the commercial Barb made a proposal we do not run the TV ad and instead look into radio ads and free calendar type things, and add newspaper press things Steve seconded and it passed unanimously
    - o Welcome table (Sue C.) we discussed getting an info booth type table for the welcome table
- We talked about getting some spinners in to do custom spinning on site for

fee for members and having more formal fiber arts demos. Ann is going to organize this.

- Marketing update (Barb)
  - o Logo: where do we go from here? (Barb) decided to work on updating the logo, refresh it. Two firms submitted ideas for an updated logo. The board did not view the submitted logos favorably. Cost estimate for a new design by one of the selected designers is \$1000. Given the costs Steve proposed tabling the logo development Sue seconded, the proposal passed unanimously. We decided to discuss the logo at the annual meeting.
  - o Brochure Ann converted the text into bullets and Barb and Sue Z are working on adapting the new text on the brochure

Barb sent a constant contact blast to new leads for NAFD's and Extravaganza Barb is working on new leads (a new form was developed to gather leads to be used for events)

- NAFD update
  - o Marketing (Barb)
- Symposium 2010: AOBA proposal update (Steve) told us that so far there was nothing new on the AOBA proposal, things are tight this year. We discussed skipping the symposium this next year. We will make a decision at the budget meeting when we go over the budget.
- 2010 Budget We will meet October 5th

New Business:

- Approve minutes from August meeting Steve proposed approving the minutes Sue seconded, all approved
- Syracuse Invitational Horse Show Cindy is going to take some alpacas and a spinning wheel this should be a great opportunity to promote alpacas.