

## Annual Meeting Minutes October 23<sup>th</sup> 2010

Start time 5:05 pm

We began by introducing the board and then Cindy reported the election results. Board members were all present:

Sue Caston	Patchwork Meadows
Steve McCarthy	Spruce Ridge Farm
Dick McCoy	Foxrun Farms Alpacas
Cindy Cuykendall	Song Meadows Alpacas
Ann Merriwether	Nyala Farm Alpacas
Barb Rossi	Bel Canto Farm
Sue Zelazny	Andes Dandies, LLC

Cindy Cuykendall and Sue Caston were re-elected and we welcomed new board member Leslie Oliver from Limestone Creek Alpacas.

We bid a heartfelt farewell to Steve McCarthy for his tireless six years of service on the board.

Membership Report. (Cindy)

We have 185 members (last year at this time we had 245) so we are down a bit.

Treasurer's Report

Sue Zelazny presented the budget and there was a motion by Kelly Zanella to accept it. Robin Shatzkin seconded the motion. The motion passed unanimously.

The board met for a budget meeting this past month and tried to formulate a plan to keep doing all the great things the Empire Association does (including this year's educational symposium) given these tight times. We are trying to keep an eye on costs but still hold with our mission to educate alpaca breeders and enthusiasts in NY. To that end, we cut many things from the Extravaganza budget to reduce costs but still have a great show.

We are planning on holding the symposium and fleece show this year and it is shaping up really well. We have a terrific line-up of speakers.

Marketing (Barb)

The marketing committee was incredibly active.

- An ad went into the New Hampshire sheep and wool program
- Empire had an information booth at Rhinebeck organized by Sue Caston

- Our Newsletter changed to an electronic version (saving \$8000)
- The marketing committee put a huge effort into marketing for the Extravaganza, press releases went out to over 1000 media outlets. Barb did TV spots promoting the Extravaganza.
- The marketing committee is getting together a paper version (the 5<sup>th</sup> edition) of our newsletter that will replace our old brochures. It will target new breeders and have lots of basic information about alpacas. It will be in the form of a high quality very professional magazine.
- EAA and the EAA fiber group both have facebook pages and a page on Ravelry.

#### Fiber Committee (Ann and Cindy)

- Yarn Project
  - we began collecting fleeces for the yarn project and a number were already dropped of at the Extravaganza.
  - we are asking member farms to serve as collection drops for more fleeces.
  - we will be sorting and grading these fleeces in the near future and sending them out to be processed into an Empire brand yarn.
- Fashion Show Robin Shatzkin organized the first ever Empire fashion show and it was very well received.
- Fiber demos at the Extravaganza were also organized by the fiber committee and were very engaging for the public.

Jeff Lick motioned for the meeting to be adjourned at 5:30 and Brenda Clark seconded it this motion passed unanimously.