

Minutes of Empire Alpaca Association Meeting November 16, 2010

Sue Caston	Patchwork Meadow
Cindy Cuykendall	Song Meadows Alpacas
Dick McCoy	Foxrun Farms Alpacas
Ann Merriwether	Nyala Farm Alpacas
Leslie Oliver	Limestone Creek Alpacas
Barb Rossi	Bel Canto Farm
Sue Zelazny	Andes Dandies, LLC

Meeting was called to order at 7:02

- Approve Minutes from 10/4/10 and Annual Meeting Cindy motioned to approve the minutes from October and the annual minutes and Barb seconded. The motion passed unanimously.
- Treasurer's Report (Sue Z.) Sue reported that there are still some bills out from the Extravaganza including large ones like the panel rental.
- Fiber Committee (Ann/Cindy)
 - The first fleece collection for the yarn project took place at the Extravaganza We collected 41 fleeces although some were dark and did not meet our criteria of light or white fleeces. We will be collecting fleeces at various farms in NY (Cindy will do a Newsletter piece about it. We may try to do a sorting grading session at the symposium
 - Next step for the Yarn Project will be to continue to collect fleeces, sort and grade them. We will be sending the project out to get bids at both local and out of state mills.
- Marketing Committee (Barb)
 - Sponsor issues

The marketing committee suggested doing a survey of the sponsors. So we will be doing a sponsorship survey we especially want to make sure our sponsors are happy with our sponsor perks. Ann will write up survey and send it to the board for approval.

-We talked about a Vegas night fundraiser at the Extravaganza next year that might include additional sponsor options.

-BOD Marketing Needs for 2011 -The marketing committee would like the board to think about marketing needs in 2011

-5th Edition Newsletter Updates the marketing committee has worked on pricing for the 5th edition and also discussed printing options, we discussed articles, and overall contents. It sounds like it is going to be terrific.

-Newsletter Article Reminder some of the articles will be: president's message, Rhinebeck report, yarn project update, m-worm article, tax article, holiday how-to gift article, and a creative fleece use article

Old Business

- 2010 Extravaganza (Cindy)
 - Overview a big issue was the public showing up on Sunday after 90% of folks had left. We will try to do more promotion in the week before and Friday night for Saturday,
 - Product Booth was well run by Jen Tompkins.
 - Welcome Booth was very short of volunteers we will make-sure to have enough next year.
 - Fiber corner location, was discussed moving it away from the wind maybe where the silent auction was we will discuss the options with Scott over this coming year
 - Sponsors (Diamond sponsor is already set for 2011, We brainstormed some creative sponsor ideas including a scavenger hunt involving the sponsors to get folks to go to all of the sponsor booths
 - 4th weekend in October? We discussed moving the Extravaganza to the 4th weekend in order not to conflict with Rhinebeck we are going to table this and re-visit the next month.

In general reviews of the Extravaganza were very very positive.

- Rhinebeck- Re-cap and looking forward (Sue C.) Demos and animals were well received we hope to have more demos in the future and hope to continue and even expand our presence at Rhinebeck.
- Symposium Updates
 - Registrations are open we are getting fleeces and spinoff entries trickling in spinoff registration closes on the 30th Steve will be stepping down after this year Leslie will take on as Steve's apprentice for education chair.
 - Eblasts will be going out on the deadline for the spin-off and to encourage fleece entries and fiber arts.

New Business

- Election of Officers Barb motioned for officer slate Leslie seconded all were in favor. This years slate is: President: Cindy, Vice President: Sue C., Treasurer: Sue Z., Secretary: Ann, Members-at-large: Barb, Dick and Leslie
- AOBA Updates
 - Affiliate Round Table: (a new group since the affiliate congress was disbanded) ART will have its first conference call with education as a priority.
 - Build A Tent will take place this Friday. This is a venture thinking about a for profit organization with a not for profit soul focused on developing a fiber industry from the bottom up.
- Edible Finger Lakes article: A reporter had approached several board members about discussing issues about alternative end uses for alpacas. Cindy will express

to this reporter about the fiber market as being in its infancy and the hard work the association is doing on fiber marketing. We discussed creative end use development for fleece. We are planning a creative uses for fleece article for newsletter

- Our next meeting date will be December 16th at 7pm

Sue motioned for the meeting to adjourn at 9:07 and Lesley seconded. The motion passed unanimously.