

Minutes of Empire Alpaca Association Meeting December 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 (absent but sent in report)
Sue Zelazny	Andes Dandies, LLC

Meeting was called to order at 7:04

Old Business

- Approve Minutes from 11/15/10 Cindy motioned to approve the minutes from November and the annual minutes and Dick seconded. The motion passed unanimously.
- Treasurer's Report (Sue Z) We are still waiting on some Empire expenses so we don't have the final total, but it looks like we will have a profit.
- Fiber Committee (Ann/Cindy) nothing to report this month

Marketing (Barb sent this in):

- 5th Edition: Name of magazine - Empire Alpaca: FOCUS (or something similar)
 - *Robin is working with Don to set up an online ordering system for the ads
 - *Income generated from magazine if all ad space is sold: Approx \$11,000
 - *Much of it will be used this year for production layout of the piece, but years following we should have a much greater profit margin since the magazine will just need tweaking.
- Symposium Updates
 - Current totals: Fleece Show – 47, Spin Off – 114 (Fantastic!), Fiber Arts - 7 Skein - 3
 - The deadlines are still far off (except for the spinoff) so we expect all others to go up.
 - We are offering a break to members of other affiliates to boost symposium attendance.
 - We are offering platinum sponsors, gold and two \$1000 sponsors to host the Friday night reception.
 - Vendors issues we have less space so we discussed space issues and fees. We are still working on fees.

New Business

- Stossel story. There is going to be a potentially controversial story on alpacas. We discussed an email blast to the membership about the story. Cindy will be sending one out with some links.
- Ann prepared a survey for our sponsors and the BOD will review it and make suggestions.

Sue C motioned for the meeting to adjourn and Cindy seconded the motion which passed unanimously. The meeting was adjourned at 8:00.

The next Board meeting is scheduled for January 17, 2011 at 7pm.