

Minutes of Empire Alpaca Association Meeting April 18, 2011

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 7:08

- Approve Minutes from 1/17/11 Sue C. motioned to approve the minutes and Leslie seconded the motion. The motion passed unanimously.
- Approve Minutes from 3/21/11 Cindy motioned to approve the minutes and Sue Z. seconded the motion. The motion passed unanimously.
- Treasurer's Report (Sue Z.) Due to the decreased spending of the past year and the additional income from the Herdsire Auction, we are slightly ahead of recent years financially. We are not currently operating at a deficit. We are starting to get Focus ad revenue. We are anticipating good membership renewals.
- Marketing Committee Report (Barb) Focus ads are coming in and the buzz about it is going well.
- Symposium 2012: We discussed a hands-on-session with a judge so folks could really get their hands in fleeces and feel what the judge feels. They can't really do this during open judging and some folks needed to be reminded about this. We will continue to discuss open judging and a hands on session with a judge
- We discussed moving the symposium to every other year. Although we are in solid financial shape the symposium continues to be a financial risk. We don't know in advance if we can afford it (the revenue comes from the Extravaganza). The biggest issue is the fleece show. If we don't do the Symposium every year we would likely need to move the fleece show to the Extravaganza. We discussed the financial and logistical issues with this. Cindy will discuss the options with Scott and report back to the board. We discussed changing the time frame of the Symposium. We discussed different options for long range planning for the symposium. Ultimately, we are going to begin planning the 2012 symposium and fleece show. We will continue to explore the alternate year symposium depending on how the Extravaganza financials play out this year. Leslie will start lining up speakers and possible venues for the 2012 symposium. We will all send her suggestions.
- Extravaganza We discussed getting it on the usual calendars. We discussed future conflicts with Rhinebeck (doesn't conflict this year but will in future years). We discussed novice or small breeders production classes at the Extravaganza. Cindy is going to design a survey to see if there is interest in this. We will also be surveying for info on different desirable sponsorships. Ideas: cart sponsor, swag

- sponsor (pens cup holders etc, gift bag sponsor with logo on the gift bag). Ann will examine existing show data and tweak the survey.
- AOBA newsletter EAA will be sending in a piece about our affiliate and the next newsletter will hopefully have a piece about Focus
 - Membership renewals Cindy is going to send out a blast to get some first time members to join up (maybe with a slight discount) and also a blast to lapsed members to try and get them to re-join.

Our next meeting date will be May 16th at 7:00

Cindy motioned to adjourn at 8:48 and Dick seconded it. The motion passed unanimously and we adjourned.