

Minutes of Empire Alpaca Association Meeting July 18, 2011

Sue Caston	Patchwork Meadow
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

Additional person present: Scott Young

Meeting was called to order at 7:15

Agenda

- Treasurer's Report (Sue Z.) Sue reported on the financials. Membership is in good shape.
- Symposium 2012 (Leslie) we are working on the organization of the meeting rooms.
- Alpaca Nation Marketplace for associations proposal (Barb) We discussed the association taking advantage of alpaca nation associate membership but we will discuss this more after the marketing committee reviews it.
- Focus update (Barb) it's getting down to crunch time. We discussed the ad sales which are solid and details are being finalized.
- Extravaganza: Scott reported on buying panels not for this year but future years. He's investigating options. We discussed the details of the small breeder bred and owned exhibitor class. We discussed stall pricing. We discussed sponsorship options. We are adding in cart sponsors for \$250. We are adding in an Emerald bag sponsor \$2000. We discussed initiating a show mentor system. We discussed lowering stall pricing to \$190. We discussed creating a youth performance sponsorship for \$500 and dropping the price for youth performance. Adult performance will be \$25. We discussed charging \$5 per entry for the photo contest.

Sue C motioned that we adjourn and Barb seconded the motion. We adjourned at 9:15