

Minutes of Empire Alpaca Association Meeting Sept 19, 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 7:05

Agenda

Approve Minutes from 8/15/11 Cindy motioned to approve the minutes as amended and Sue C. seconded the motion. The motion passed unanimously.

Treasurer's Report (Sue Z.) Sue reported on the financials. Financials are down a bit compared to last month but money is coming in for the Extravaganza. Sponsorships are coming in for the Extravaganza very slowly.

Focus update (Barb) Ad sales are winding up but we are a bit behind. It does not look like we are going to make it for the Extravaganza. We are still trying to sell the front and back covers.

Extravaganza:

-Numbers are very low for breeders but we have 18 vendors signed up. We are way down on sponsorships.

-Blasts are going out about registration. We are going to send out more blasts. Many shows are having issues and canceling so in comparison we are hanging in there.

-Advertising We discussed what has worked in the past. We will have a TV spot we the weekend before (last year the TV spot was the weekend of the Extravaganza and lots of folks came too late on Sunday). Barb asked for money to print posters to put in local hotels and we thought that was a good idea. We will hand out posters at Rhinebeck too.

- Fiber corner we discussed getting volunteers and sorting the fleeces we have collected for the yarn project.

-Silent raffle and herdsire Ann will handle the silent auction donation solicitation

Symposium 2012 (Leslie) no updates

Next meeting is 10/10/11

Cindy motioned to adjourn and Ann seconded and the motion passed unanimously.

We adjourned at 8:26