



**Board of Directors Meeting Minutes  
December 08, 2013 (Sunday)  
11:30 am –2:30 pm (EST)**

**I. Meeting Open: (Ken)**

- Welcome & Call to Order at 11:30am at Roscoe Diner by Ken Clark
- Members present:
  - Jody Hatch
  - Lynn Edens
  - Joe Crocco
  - Kathy Bryan
  - Holly Jacobs
  - Sarah Lamanna
- Discuss & Accept 11/11/2013 Minutes - motion to approve minutes made by Joe seconded by Kathy  
Passed unanimously
- Review & Approve Agenda

**II. Treasures Report: (Holly)**

- Bank Balance- \$128,086.44
- Budget review and discussion (need budget we believe in)
- Motion made by Jody, seconded by Lynn to engage our current accountant for EAA bookkeeping at the rate of \$150 /month- passed unanimously.
- 501 C 5 Review- Holly has forms but we need to locate the seal.
- Any paperwork required by end of year? Accountants to handle the 1099s
- **Actions:** Holly will ask our new bookkeeper to get us the 2013 reports by end of January if possible, so we can properly budget for 2014.

**III. Standing Committees Reports:**

- Marketing (Jody)
  - Review of responsibilities list
  - New Items: investigate a new logo to use for branding,
  - **Actions:**
    - Jody will find 3 professionals to bid on redesigning the website.
    - Redesign of EAA logo. 3 separate offers of each to decide by next meeting.
    - Explore associate membership (we have no membership committee) tabled for now
    - Contact the Empire members that had previously served on past committees and ask if they would like to join one of the newly organized committees
    - In addition, each board member should contact members and search out 3 new members to join one of the committees.
- Education & Youth (Kathy)
  - Review of responsibilities list- not done yet

- **Actions:**
  - Proposed responsibilities for committee to be sent within the next 2 days.- contact the former members of committees to see who wants to continue w/ the committee and also search out 3 new members for committee.
- Show (Joe)
  - Review of responsibilities list-
  - New Items: Expo center for this year, checked a couple other places to hold the show.
  - No herdsire auction this year
  - **Actions:**
    - Contact Empire members that were formerly committee members to see who wants to continue w/the committee and search out 3 new members for committee.
    - Copy of contract from Scott needed for previous show (completed, delete please)
    - Proposed responsibilities for committee to be sent in the next two days.
- Sustainability – Fiber (Lynn)
  - Review of responsibilities list
    - New Items: - Offer affiliate member for nominal fee to providers of alpaca supportive businesses
    - Explore options of EAA being affiliate members of sheep assoc. to network & learn
    - Build a list of value chain organizations to promote as affiliate membership
    - "Empire Made" logo for products made in NY- nominal fee for such
  - **Actions:**
    - Contact Empire members that were formerly committee members to see who wants to continue w/the committee and search out 3 new members for committee. - Contact Leslie J. for yarn project continuation

#### IV. Special Committees Reports: (Ken or Responsible Bd. Member)

- Herdsire Sweepstakes (Joe and Ken)
  - What is it? Files sent to board members regarding this
  - Status of Project? Limbo
  - Are there rules, guidelines, etc.- in documents emailed to board earlier this week
  - Action (Joe/Ken) Read over material provided by Sarah that explains the Herdsire Sweepstakes to get an understanding if the current board has any open responsibilities still outstanding in regards to the event.
- Newsletter (Jody)
  - Online or hard copy- discussion
  - Path forward:Timeline - done several times a year, same template to be used each time, Jody will put template together and send to Board for input. Content only will then be edited by board from then on.

#### V. Stuff (Ken)

- Telecom Number (got it, need to change name and password) - explore other options to see what might be better/cheaper
- plug & pay - very expensive to use, what else can we use? Used for Show and Dues
- **Action-** look into other credit card options
- **Action-** look into drop box
- Signature Authority (Holly/Ken) worked out w/in next 2 weeks
- Mailing Address for Empire Alpaca Association - should be Ken's and Holly's

- What items are being mailed to past board members and need to have address changes- none known at this point.
- Board Communication Plan (Jody)
  - How do we want to communicate with membership? constant contact, newsletter, social media, membership meetings at other times of the year
  - How Frequently- under discussion
- Cloud Storage for Empire Files (Ken)

#### **VI. Membership E-blast Contents (Ken)**

- New Officers
- Extravaganza Summary - being reviewed
- Reminders- members need to update contact info.
- Communication w/board members
- Thank you to 2013 Sponsors- confirm w/ Leslie Oliver to see what's been sent.
- **Action-** Committees- 3 bullets of key responsibilities sent to Jody to be included in eblast/newsletter

#### **VII. Meeting Close (Ken)**

**Motion to adjourn made by Sarah seconded by Holly. Meeting adjourned at 2:35**

**Next meeting- Jan. 26th**