



**Board of Directors Meeting  
May 14, 2014 - conference call  
7:00 pm –09:00 pm (EST)**

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

- Meeting called to order at 7:05 by Ken Clark
- Members present- Ken Clark, Joe Crocco, Jody Hatch, Sarah Lamanna, Robin Shatzkin, Lynn Edens
- absent- Holly Jacobs
- Discuss & Accept March Minutes - motion to approve March 2014 minutes made by Lynn and seconded by Jody.

**II. Treasures Report: (Holly) (Ken subbing for Holly)**

- Bank Balance- \$122,900.99
- Status of filing 2013 Taxes - filed and done
- Actions: none

**III. Standing Committees Reports:**

- General (Ken)
  - AOA affiliate meeting to begin again in June
  - Need the year that everyone started on the board.
    - Joe, Lynn, Ken October 2013
    - Robin, completing Kathy's term through October 2015
    - Jody- Oct. 2015 completing Jen's term
    - Sarah, Holly – October 2014
- Marketing (Jody)
  - Update - website under construction
  - Website Progress
    - Date to go live- end of June, exact date will come after updates from this meeting passed along
    - pages very general to get it started, we need to decide what other pages we want; yarn project product page; 5 years of board minutes; calendar page for all members to add; renewal via PayPal- photos from members; page for links/resources
  - New Items: E-blasts goes out mid-month; chairs need to submit updates to Jody. Memberships due now
  - Actions: Jody to find out what PayPal charges for us to use



- Logo- not to change it yet- not cost effective to replace some many items at this time
- Education & Youth (Robin)
  - Update- new chair needed due to Kathy's resignation, Robin as agreed to chair
  - New Items:
    - Survey- done
    - Co-hosting Education Workshop with Cornell Cooperative Extension-Broome County- budget never sent to us; EAA not a part of this event
    - No education plans in works at this point due - discussion of resume the Symposium in Feb. as members miss that event
    - Speakers needed for Extravaganza
  - Actions: Robin & Ken will discuss details & let her get up to speed on this committee
- Show (Joe)
  - Update -
    - Dates- Oct 25 & 26, 2014
    - Needs- figure out fleece show pieces- spin off, fiber arts,
    - New Features- noted in doc. sent by Joe
  - Utility Trailer for Empire stuff - approx. \$5000
  - New Items: sponsors lunch/break room
- Sustainability – Fiber (Lynn)
  - “Empire” branding - Robin reported on the Pride of NY for ag. products
  - requirement for Pride of NY for members to be on webpage
  - Yarn Project Update- farm surveys not done prior; project approved; report to be written yet
  - 2014 collection update - Leslie & Lynn will
  - List of regional tanneries - done by region
  - New Items: A brief update on the status of the effort to adapt “Making More From Sheep” to alpacas- learning modules, not printing any more but available online; a non-profit produced this & it could be adapted for alpacas; they want to give it to us to use as template & make it freely available to all
  - Actions: Lynn to write Yarn Project report & to contact board for details; Leslie J & Lynn to organize fleece collection;



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

- none

#### **V. New Items for the board (Ken)**

- Visit to Scott's brief description of items he has- mostly marketing items, ribbons, signs and various show items

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

- Time line for May eblast (Jody)
  - Committee Bullets – short, to the point and simple
- Ken to write email to membership in regards to Kathy's resignation and Robin filling the remainder of Kathy's term
- Reminders- membership!
- Other items:  
nomination committee- think of names of folks to run, 2 spots to fill so 4 minimum
- next meeting date: June 11th 7pm

#### **VII. Motion to close meeting made by Robin seconded by Lynn- passed unanimously. Meeting adjourned at 8:25pm**