

Minutes of Empire Alpaca Association Board Meeting
March 10, 2002

Present: David Friedman – Adirondack Alpacas
Richard Jonassen – Rain Dance Pond
Scott Young – Hilltop Alpacas
Tim Wilson—Alpacas of Pleasant Valley
Jennifer Marti—Apple Ridge Alpacas
Kelly Quinn Zanella—Spa Alpacas
Polly Michaelis—Finger Lakes Alpacas

Meeting commenced at 12:05 p.m. at Adirondack Alpacas (thank you to David and Esther Friedman for hosting).

Empire Alpaca Association

Terms of Office were discussed. According to the By-laws, terms shall be one, two and three years. In the interest of continuity at this critical start-up time, it was discussed and decided that two offices shall be up for election at the Annual Meeting in October of 2002, two offices shall be up for election in 2003 and three offices in 2004. Elections will be held the Annual Meeting of the Association which will correspond to the Friday night of the annual Empire Extravaganza.

Officers of the Association were considered, discussed and duly elected by the Board Members. Said officers are:

President: Scott Young
Vice President: Jennifer Marti
Secretary: Polly Michaelis
Treasurer: David Friedman

Terms of office of all Board Members were decided by blind pick:. Results are:

Scott Young: one year
Richard Jonassen: three years
Jennifer Marti: two years
Polly Michaelis: two years
David Friedman: three years
Kelly Quinn Zanella: three years
Tim Wilson: one year

After the elections, the President duly called the meeting to order at 1:07 p.m.

Discussion of final edits to the By-Laws of the Association.

A mission statement was drafted:

To promote, educate and support the alpaca breeders, owners and enthusiasts of New York State. To educate the public about alpacas as a profitable livestock investment and to support the alpaca fiber industry within North America.

In furtherance of the mission to promote New York State breeders, owners and enthusiasts, discussion was had as to membership requirements of the Board of Directors and officers. It was decided to edit the by-laws to state as follows: "Members of the Board of Directors and Officers must be farm members of the Association with a physical presence in the State of New York." We clarified that out-of-State members are Associate members and Associate Members are able to sign up for additional products and services such as the web farm profile and web page links.

It was clarified that membership in AOBA was not prerequisite for membership in the Affiliate. The Board was informed by the President that AOBA does require that an affiliate maintain ninety percent (90%) of its membership from the ranks of AOBA. It will be something that must be monitored.

Dispute Resolution/Arbitration: It was decided that final say in disputes arising from questions concerning either the Association or the Extravaganza would lie with the Board of Directors. Should individuals have serious questions or concerns they should be told to clarify it/them as best as possible and it would be presented to the Board. After due consideration, an answer would be provided.

Membership renewal deadline will be March 31. This staggers payment from all the other associations.

Discussion was held on the prospect of a newsletter. It was decided that a newsletter and other such educational information would be posted on the Association's web site rather than do mass mailings. E-mails to the membership would inform of web page updates.

Assignments of additional duties of the Board Members began:

Kelly Quinn Zanella will chair the Education Committee

Kelly and David Friedman will begin working on advertisement copy for placement in publications.

Richard Jonassen will field information requests/questions from the web site ([HYPERLINK "mailto:info@empirealpacaassociation.com"](mailto:info@empirealpacaassociation.com) info@empirealpacaassociation.com will forward directly to him).

AOBA membership roll for New England, New York, Pennsylvania, New Jersey, Quebec and Ontario will be purchased and lead cards will be sent directing members to the Association's web site.

The Secretary (Polly Michaelis) will maintain a membership database copies of which will be made available to members upon request.

Scott Young will check with some of his contacts regarding logo items. Tee-shirts, sweat shirts, hats and bags were ideas brought up for money making ventures. (Shirts or sweatshirts may be provided to Board Members and show folks during the Extravaganza as both thank yous and identification means for those needing assistance.)

The Association's color laser printer has arrived and will be available for member use. Details of that use were discussed and follow:

Color printing will be available at \$.50 per side plus postage. 24# paper is included in this price. Additional paper options will either be provided by the individual member or purchased by the Association and the cost passed on to the particular member. Text and graphics to be printed are to be provided in FINAL form to Scott Young. Editing is not part of the price and design assistance is not available.

A welcome letter to new members will be drafted and will include this printing service.

By-laws as edited were ratified by the Board.

The Empire Alpaca Extravaganza

Stall limits were discussed and modified from earlier conception. Limits were raised from five (5) stalls to ten (10). These ten stalls would include the farm display as well as animals.

Animals allowed into the building - These rules were also clarified. All animals coming into the complex must either be entered in competition classes or the herdsire showcase. The only exception being that of

companion animals for those entries that would otherwise be stalled alone. In this instance, permission should be requested of Show Management (it will more than likely be granted).

Vendor Committee: Esther Friedman and Ulla Jonassen. It was decided that this year, vendors will be charged to come in. That fee will be \$225 (non-refundable). Invitations will be extended for both Stevens Llamatique and Quarry Ridge to be present (these vendor stalls to be on opposite sides of the complex).

Photo Contest: Board Members discussed the possibility of a photo contest. Fee would be minimal (\$5 or \$10 per entry). Possible prize for one category: credited photo may be used as EAA/EAE advertisement. Only real cost involved: something on which to hang the photos. A chair must be designated for this event.

Lead card drafts were reviewed. It was agreed that the new logo would be the "picture" on the card but that the green would be darker. As to the text on the lead card, it was redrafted slightly (directing attention to the New York State Fairgrounds rather than the Agway Building) and Scott Young will take care of the changes and mailing of same. Mailing addresses for all AOBA members east of the Mississippi and Quebec and Ontario were purchased for these lead cards.

The idea of a silent auction was again discussed and unanimously vetoed. It was agreed to continue pursuing a Gator (or other comparable equipment) for a raffle. "A percentage" from the raffle will be donated to alpaca research. Unanimous agreement to provide that donation to The Camelid Institute (Dr. Anderson at Ohio State University) so that the contribution will be important to alpacas.

Scott Young has contacted the photographer who does MaPaca. Cost would be \$1,200/day. Photographs would be taken at no additional charge to the competitor for 1st place winners, reserve champions and champions. If participants wished to have other photographs taken, they could deal directly with the photographer.

According to the Fairgrounds, food will be available from at least one vendor during the day.

Herdsire Showcase: cost again will be \$50 per animal. Additional rules were discussed and agreed upon. Narrative provided by herdsire owner shall be limited to 300 words and will be describing the herdsire – not necessarily a walking advertisement for the farm itself. Jim Cobia (show announcer) will read the narratives. Riverside Alpacas (Gilman/Hart) will again be coordinating the showcase.

Show Sponsorship levels:

Platinum: \$500 receives preferred stalling at the show plus full-page, full-color ad in the show book together with stall signage indicating sponsorship level

Gold: \$300 receives full-page, black and white ad in the show book together with stall signage indicating sponsorship level

Silver: \$200 receives half-page, black and white ad in the show book together with stall signage indicating sponsorship level

Bronze: \$100 received one-quarter page black and white ad in the show book together with stall signage indicating sponsorship level

Aluminum: \$35 business card ad in the show book

The next meeting of the Board of Directors will be held on April 21, 2002 at 12:00 noon at Finger Lakes Alpacas (Polly Michaelis')

Meeting closed at 4:17 p.m.

Respectfully submitted:

Polly B. Michaelis, Secretary