

## Draft Minutes of Empire Alpaca Association Board of Directors on 15 August 2006

### Present:

John Askew	Sunset Ridge Alpacas
Barry Finer	Gore Mountain Alpacas
Chris Gilman	Riverside Alpacas
Richard Jonassen	Alpacas of Rain Dance Pond
Steve McCarthy	Spruce Ridge Farm
Polly Michaelis	Finger Lakes Alpacas

### Absent:

Susan Wissick Oh, My! Alpacas

Meeting called to order at 8:02 PM

- Minutes for the 27 March 2006 meeting still not reviewed. John agreed to resend and get comments back by Wednesday 23 August 2006. Minutes will be sent to Don for posting after review.
- FY07 Extravaganza
  - Scott called in with update
    - Seminar speakers are Tacha Trimm, Jennifer Lutz and Deb Wright
  - Polly will contact a vet to speak
  - Paulie Drexler knows an attorney that may speak on contracts
  - John will contact Richard Dickinson to talk on taxation
  - Theresa Gruenhagen will run photo contest
  - Joe McCain will ring steward for both days
  - Ring lighting will be finalized when rings are up
  - Need PA system and TV monitors in second building
  - Second building needs to be decorated
  - Three trailer raffle tickets have been sold by mail
  - Suggestion was made by show entrant that sponsorship benefits be increased. Board will review the benefits for each level of sponsorship.
  - Gift for volunteers was discussed. Raincoats, sweatshirts, and ball caps were suggested. Board to look at samples and decide.

- Affiliate Congress

- Steve and Polly attended representing EAA
- 30 of 37 Affiliates attended
- 4 Affiliates have more than 250 members including EAA
- Purpose of the Congress is to facilitate better communications between AOBA BOD and membership. AOBA BOD will present issues/questions to Congress who will get input from Affiliate members. Affiliate votes will be weighted based on Affiliate size.
- Steve will soon be sending the first two questions to the EAA membership

- Marketing

- AOBA is discontinuing all print advertising in favor of TV ads. Expected savings of \$30 per lead.
- TV campaign development available to AOBA Affiliates.
- Steve proposed a campaign to promote the Extravaganza and I Love NY Llama and Alpaca Days. Board agreed to fund up to \$6000 on the TV campaign.

- Video

- The video filmed at last year's Extravaganza is being edited and should be done by 1 September 2006.
- Sponsorships will be offered to commercial suppliers for recognition on the video.
- Barry agreed to coordinate with the video producer
- Video will be free to members and sold to non members.

- Elections

- Four candidates for the open positions
- Ballots should be out by 21 August 2006
- Kudos to Sue Watts for her efforts as the nominating committee

- '07 Symposium

- Jill McLeod and Dr. Tibary are under contract
- Chris asked if "no repeat" rule applied to workshop demonstrators, answer is "no".
- Need a third headliner.

- Annual Meeting

- Topics for discussion
  - Affiliate Congress
  - 2006 Balance Sheet
  - 2007 Budget

- The Ethics Committee
  - Ethics Committee will review and revise the Ethics Statement. Current version does not address breeders selling animals.
  - Revised Statement will be completed in time for a '07 membership vote.
  - One of the Ethics Committee members needs to be replaced.
  
- Miscellaneous
  - John is still working with Cornell to finalize scope of work for Manure Management Study.
  - News Letter Articles need to get to Polly by 4 September.
  - Barry will talk with Don about correcting typos on the EAA web site.
  - The display was purchased and will be at the Extravaganza. It is Hunter Green with a canvas transport cover. Hard case can be purchased later.
  
- Meeting adjourned at 9:55 PM

*The next teleconference meeting was not scheduled*