

## Minutes of Empire Alpaca Association Meeting March 25, 2010

Sue Caston	Patchwork Meadow
Cindy Cuykendall	Song Meadows Alpacas
Steve McCarthy	Spruce Ridge Farm
Dick McCoy	Foxrun Farms Alpacas
Ann Merriwether	Nyala Farm Alpacas
Barb Rossi	Bel Canto Farm
Sue Zelazny	Andes Dandies, LLC

The meeting was called to order at 7:10

### Old Business:

#### 2010 Symposium - Final Wrap-up

It looks like we are close to breaking even or losing a little (we did much better financially than the previous year) we still have some bills out.

### New Business:

#### 2011 Symposium:

- Yes or No? We discussed holding the Empire Symposium in 2011. The overall feeling was that the 2010 symposium was very positive. Cindy motioned to begin planning for the 2011 Empire Symposium Sue seconded it and the motion passed unanimously. Steve will begin planning.
- When and Where? Possible date Feb 12<sup>th</sup> 13<sup>th</sup> in the Syracuse area
- We discussed some different speakers we are leaning toward a reproduction theme.

#### 2010 Extravaganza:

- Liaison between Scott and Board? In the past Steve as president was the liaison now Cindy will liaison
- Second Building Decision? The plan is going to be to eliminate the second building (the rent has gone up on that building). We didn't need it in 2009 and don't anticipate needing it in 2010.
- Sponsor Levels We are going to wait and see how other shows are going and decide in June on sponsor level prices.
- Coffee Sponsorship (it costs us about \$1500 to have free coffee at the Extravaganza) we had a suggestion from Jennifer Tompkins to have a farm sponsor the coffee and get their logo and info on the cups or maybe on the cup insulators or on a banner across the booth. We are exploring this as an option. If it does not work out we will still do the coffee.
- Vendors? (We discussed having them again in 2010). We are! We really need the income from the vendors.

- Product Booth, some folks were concerned about the lack of member sales in the product booth and the competition with the vendors. We need to make sure vendors are pricing retail for the general public.
- Pricing, We are watching pricing at other shows, the plan is not to increase stall prices but we will wait and see.
- We discussed cutting costs for some things on the Extravaganza.

Membership Renewal (Cindy): membership runs out the end of May. Cindy will send out a reminder to re-new. Cindy made a motion to maintain the 2010 membership fee Dick seconded and the motion passed unanimously.

Nominating Committee (Cindy): We currently have Phil Weaver, Cindy Vars, and Karin Young (Karin will continue if needed but would like to be more involved in the fiber committee); several board members will call members to get some more folks to join this committee.

Empire Farm Days (Cindy): We revisited Empires participation in these events. The cost of the summer and winter event is \$3200 we debated if this is the most cost effective way to spend membership dollars. We will survey the membership to assess interest and get ideas. We need to also see how revenue from the Extravaganza goes. We tabled this for now.

Approve Minutes from 2/25/10 Steve voted to approve the minutes Sue Z seconded and the motion passed unanimously.

Fiber Committee Update (Ann): The fiber committee met and is working on an Empire product. We are exploring costs and getting ideas. We have had more folks interested in joining the committee including a couple of suri breeders.

We set the date for the next meeting: Monday April 26<sup>th</sup>

Cindy motioned to adjourn Dick seconded it at 9:11. The motion passed unanimously.