



## Board of Directors Meeting Minutes Saturday, January 11, 2024

### Welcome & Call to Order

- Accepted December 13, 2023 minutes

### Treasurers Report:

- Review outstanding debt
- Review upcoming debt - annual BOD insurance
- Paid trailer registration

### Old Business:

- Review of the EAA P&L over the past three years:
  - \$30k profit from 2020 - 2023 (fiber project plus Live Auctions)
  - Hosted three member picnics
  - Hosted two Fleece shows
- 2023 Showtacular P&L review
  - Attendance was down compared to previous year, however, profit was made
  - Nikki and Jeff will coordinate sending \$1000 donation to the 3 FFA chapters that volunteered at Showtacular
  - Discuss 2024 Show division of responsibilities between the three affiliates w/NAAS & NEAOBA

### New Business:

- Panel rentals - Review options for future panel rentals - Jeff to discuss w/Red Barn
- Website support - Justin - will connect with Jen Powell on website and social media support
- Sell Carpet - motion passed to sell carpet to AOA for National Show – details to be finalized by next meeting
- Education and/or Symposium - Jean is interested
  - Can we coordinate a few 30 minute education sessions at Showtacular?
  - Should we consider organizing a 2025 Symposium in January/February?
- Fleece Show - discussed options for hosting a Fleece Show in 2024 and/or 2025 – likely too late to plan for one in 2024. Can we find a coordinator to plan for 2025 – maybe book-end the PAOBA Fleece Show (date typically end of July).
- EAA Promotional Item - design a small EAA marketing swag item as a “give-away” – magnet, pen? Nikki will collect some photos and work to present some options.
- EAA Membership / Promotional Flyer – Nikki to circulate last years’ for review and consider reprint or redesign for 2024
- EAA Show Volunteer Benefit - motion to reimburse EAA BOD members for Hotel as outlined below. Motion was reviewed and approved by the BOD 1/11/24.
- 2024 Membership drive -
  - Discussed creating an EAA informational table at Shows – include a sign-in/up for information, etc.
  - Research offering auto-annual renewals
  - Send promotional materials “Welcome Kit” to breeding farms to distribute with new owner sales

### Show Planning:

- 2024 Jamboree - April 5 - 7, 2024 in Harrisburg
  - Judges are Amanda VandenBosch, Jude Anderson, Helen Testa - Halter; Diana



- Timmerman - Walking fleece; Ken Hibbits - Performance (walking fleece)
  - AOA certifications submitted and paid
  - Live Auction – need items & someone to coordinate from EAA. Jeff working on quilt donation, we need additional help for donations.
  - Silent auction - DJ has requested help from EAA – Kara & Justin will help. Need outreach to membership for participation
  - Hotels – Scott will secure
  - Live Auction Catering – DJ would like to pursue dinner - putting together quotes for review
  - Insurance - Scott taking care of
  - Volunteers - Nikki to see if there are any FFA organizations that may participate. Need to discuss first Show meeting
  - Discussed potential “new” fund-raising/auction ideas: Herdsire “penny” social, themed gift baskets
- 2024 Showtacular Planning:
    - Keep Halloween weekend – Jeff to check & confirm dates
    - Confirm we’re set for panels - Jeff/Justin

#### **Marketing:**

Sarah has volunteered to continue to support newsletters - will do a quarterly and do updates to social media, as requested.

#### **Fiber Project:**

Low inventory on insoles and dryer balls - agreed to send 100-200# to Stramba Fiber Mill for re-order Holly - making product with popcorn yarn to resell in Fiber Project Store

Next Meeting Date: early February

#### ***EAA Board of Directors Show Volunteer Benefit:***

EAA BOD or members that actively facilitate event/project(s) specific to an EAA Fleece or Halter Show and/or participate in set-up and clean-up of the Show onsite can submit their hotel expenses to the EAA BOD for reimbursement review. Said expenses are subject to review and approval by the BOD at the regularly scheduled monthly meeting after the Show and should not exceed a maximum of \$500. The EAA BOD will advise the member of their reimbursement status within 60 days of submission.

- Event/Project = such as, but not limited to: facilitating meet & greet, Live Auction, Silent Auction, Volunteer coordination, EAA Fiber Project Store (if participating)
- Facilitate = coordinate/send pre and post Show notifications for event as the project lead prior to show if necessary, soliciting donations and/or coordinating participation for the Shows event as the project lead.
- Set-up / clean-up = Onsite stall, show ring and check-in set-up plus post-show breakdown and clean-up.