Fiber and Fiber Products Committee Minutes
January 10, 2022
7:00pm Eastern, 6:00pm Central, 5:00pm Mountain, 4:00pm Pacific

Present:
Alyssa Winterfeld (AOA Staff Liaison)
Wini Labrecque (BOD Liaison)
Charlene Schmid (Committee Chair)
Dana Rhoades (Secretary)
Elizabeth Taylor
Clarissa Wisner
Linda Bergstrom
Elaine Gerber

Not Present:
Robin Gifford (AOA)
Brenda Wyler
Ruth Fuqua (Student Design Consultant)

1.0 Action: Call to order
- *Meeting called to order, 4:05 PST*

2.0 Action: December Meeting Minutes
- *Minutes Approved. Clarissa motioned to approve, Linda seconded*

3.0 Discussion: Sponsors for Student Design Competition, Charlene
- *Discussions on how sponsors sign-up, tiers of sponsorship, presentation of boards and design/finished product competition, shipping costs, overall costs, highlight of previous winners design production of garment, vendor auction to create garment.*
- *Funds historically covered offset of student/school expense, or sponsor on behalf of a specific school/college.*
- *AOA to promote benefits of alpaca products on social media and connect with schools with geographical affiliates for donation opportunities.*

4.0 Update: National Educational & Fleece Conference (NEFC), Alyssa

- *Speaker finalized and promotions to begin before Nationals.*
- *New student design logo featuring modern, youthful to design to revamp competition*

5.0 Update: AOA Board Update, Wini
- *No current updates. Continued feedback from affiliates*

6.0 Discussion: Establish Alpaca fiber as a commodity, Wini

- *Contact USDA/state representatives, Clara Parkes*

7.0 Update: Social Challenge, Dana/Linda

- *Marketing Task Force to formalize plans and update the committee*

Motion to adjourn. Elaine motioned, Clarissa second at 5:02 PST