Fiber & Fiber Products Committee (FiberCom)

Meeting Minutes
February 2, 2015

Meeting: Conference Call—February 2, 2015, 8:00 p.m. EST

Members: Stacy Heydt, Chair
Launda Soper, Secretary
Kate Campbell (absent)
Stacie Chavez (absent)
B-J Ellis
Ruth Fuqua
Chris Reachard

Board Liaison: Dianna Jordan

Staff Representative: Andrea Harrington

Special Guest: Darby Vannier, AOA Executive Director

1.0 Meeting Opening:

1.1 Welcoming Darby, getting updates on upcoming events, and asking questions about the Fleece Conference and more. As Darby was pressed for time, he quickly went over most of the information we have presented to him to date. He spoke about the upcoming Fleece Conference and informed us that there will not be a Saturday night event so if we are to have an auction it will have to be held at another time. The Fashion Show will need sponsorship in order for it to take place and he would like to have the sponsors in place well in advance to ensure the budget will be covered. AOA cannot provide us with any money for the event as their budget will not permit the expense. The Board is concerned that the regular sponsorship will be diminished by the cost of the Fashion Show and would like to be assured that we obtain separate funding. Darby let us know that eBlasts are free so we are able to send those out to help with soliciting funds. He suggested we offer a “Naming the Show” option to a sponsor willing to provide the total amount necessary.

Darby mentioned that he was very supportive of the SDC and was excited that the students were to be featured at the National Fleece Conference. He suggested the next step was to create an eBlast to solicit support and donations for the SDC. Ruth let us know the kits had been sent out and that there were already 100 submissions and 20 schools participating. She emphasized the need to have the information available on the website and Darby made a note to make sure a link would be available.

Darby said they were planning on having two/three seminars running simultaneously, space and budget permitting. They are currently working on obtaining speakers, preferably volunteers, and already have a class lined up pertaining to IRS audits/issues. Stacy asked how many seminars would be held and Darby and Andrea thought perhaps 24 depending on budget and space issues. The registration fee has been set at $150. The fiber entries should help to off-set the some of the costs but not all. Darby asked that we get our suggestions for auxiliary fleece judges to Andrea and that the list be as inclusive as possible and as soon as possible.

A Board member suggested to Darby that AOA advertise the Fleece Conference to the public and open the show on Sunday for public viewing. The opportunity to buy some of the fleece entries should draw quite a few fiber enthusiasts. Darby asked that we put together a “How To” plan for selling items at the conference and asked that anyone with experience please help execute the plan.

Stacy verified that we were to have a waiver approved to be able to show fleece from 2014/2015 and Darby affirmed that we do have approval. Stacy mentioned that she felt there was great potential for participants to sell their 2014 fiber especially.

Darby touched on the topic of the directory and said he would like to have something in print as well as online, even if they had to do the majority of the work in-house. He feels it would be a great promotional item to hand out. Stacy asked if we should consider having advertising in the directory and Darby said we should but that they would not be able to focus on that until after the National Show as they are already overwhelmed with design work.

Darby reminded us that this weekend is the Strategic Planning Retreat and let us know that the information obtained from the surveys had been sent to the participants for review. Fiber will be a main topic as will changes in the industry and changes in the organization. They hope to have a finished plan by the June conference.

The mill survey is still open so there is no information available on that topic yet. At this point Darby had to leave the call to attend another meeting.

1.2 Approval of Last Meeting Minutes: Stacy made the motion to approve the minutes, pending a spelling change, and Ruth seconded. Motion passed.

2.0 Old Business:

2.1 National Fleece Conference Update: June 26 – 28, 2015, Denver, Colorado

Stacy informed us that Stacie already has a sponsor lined up who is willing to cover the full cost of the fashion show and we agreed that this sponsor should have naming rights to the show. Stacy said she would like for us to obtain further sponsors to cover the cost of printing flyers and handouts to be posted in yarn stores and various retail locations around Denver to increase public participation in the event.

Stacy asked Andrea what the closing date should be for our submission of suggested speakers and Andrea said they are already working on the list but that she would need to have the information within a couple of weeks. Stacy said if we would send our list to her she would check for and eliminate duplicates prior to submission. As for the list of suggested judges, Andrea said we have a little more time where that is concerned. Stacy let us know that Chris and Patty Fuller have already made suggestions. She asked Dianna if she could recommend anyone and Dianna suggested Diane Hoschler. Stacy said she had already spoken with her but would do so again.

Ruth and B-J offered to work together on the protocol for selling the items and fiber at the fleece conference and B-J said she would contact Maryland Sheep and Fleece to get some advice from them.

2.2 Student Design Competition (SDC): Stacy asked where we were with the SDC and Ruth said the main issue is making sure the affiliates sponsor the costs for the SDC but felt that would not be an issue.

2.3 Fashion Brochure: It was agreed that the fashion brochure needs to be reworked extensively to make it up to date and more user friendly. We decided the brochure should be informative yet welcoming and easy for a lay person to understand. Andrea said she and Deb Hill could provide pictures for the brochure.

3.0 New Business:

3.1 Stacy let us know she had been approached by the Camelid Community to be a Co-chair on their Fiber Committee and that she had gotten approval from Darby to participate. Congratulations Stacy! We know you will do an excellent job there as well! The Camelid Community will be hosting a Jamboree in Michigan the weekend prior to National Alpaca Farm Days.

4.0 Meeting Wrap:

4.1 Next Meeting: Monday, March 2, 2015, 8:00 p.m. EST.

4.2 Adjournment: There being no further business B-J made the motion to adjourn, Launda seconded. Meeting adjourned at 8:59 p.m. EST.