Fiber & Fiber Products Committee Minutes
August 7, 2017 – Conference Call 8pm EST

Attending:
Stacy Heydt, Chair
Launda Soper, Secretary
Ruth Fuqua
Barb Ziek
Norm Johnson
Margie Ault, AOA Staff Liaison
Laurel Shouvlin, Board Liaison
B-J Ellis
Chris Reachard

Absent:
Wini Labreque
Becky Farley, AOA Staff Liaison
Clarissa Wisner
Stacie Chavez

1.0 Meeting Opening

1.1 Welcome Laurel

1.2 Approve minutes of July meeting…motion made by B-J Ellis , seconded by Chris Reachard, motion passed

2.0 Old Business

2.1 **2017 Fleece Show and Conference Review**- Ruth…5 kids were there from the SDC…venue was ok…Keynote speaker was wonderful and spoke about how important it is to get young designers involved. E-blast will go out to thank sponsors and to solicit donations for next year. Norm said he enjoyed the lineup of educational sessions, Friday sessions were well attended…lots of beautiful fleeces entered into the show…three vendors were in attendance…felt the keynote speaker brought a lot to the show and had great insight into fiber/fashion design…Laurel said Celeste was happy to stand in for the original speaker who was unable to attend and did a marvelous job as keynote speaker…Wade put on the fashion show and it went well…the SDC kids were the models. Fleece awards are available on Facebook…596 fleeces were entered in the show…more registered attendees this year than last year…Fiber Arts and Skeins Competition could have used more room…was difficult to set up and display…was not up and exhibited until about noon on Saturday…lots of spin off entries…Judge should not be an instructor for this show as that prohibits them being able to process the entries in a timely manner…18 entries for fiber arts and skeins…Stacy suggested that the Marketplace at the halter show should have some signage or flyers that promote fiber arts and encourages artists to participate…Chris will handle the promotion…could also be promoted on Facebook…Chris said he can also advertise the show on his group on Facebook…

2.2 Action Plan:

Norm, Bud, and Stacy had a conference call earlier in the week to discuss our action plan…Priorities will be decided…team leaders will be needed for projects…must fit into strategic plan…

- Number of members shall remain at 7
- Duties and Responsibilities is acceptable as is
- Building Public Awareness in conjunction with the Executive Director
- Continue to promote alpaca fiber products as a viable source of revenue
- Continue with SDC and perhaps promote the finished products designed by the students, check into auctioning off the final product to help promote the SDC (tabled for further discussion)
- Review and Recommend Updates for Show System Handbook through the show system administrator
- Develop projects that showcase the work of fiber artisans will continue
- Work with AOA to maintain and update a resource directory focused on fiber processing…needs updating at least quarterly
- Research and complete projects as assigned by the ED or Board and present findings as requested…add execution of Fleece Conference
- Research and develop a commercial aspect for fiber use and production…research and develop a directory of commercial manufacturers…

We have some very specific requests for the Fleece Conference…Stacy will get with Laurel during the next few days to further discuss items on the action plan…Norm asked if we need to add items to our action plan…Stacy asked that we take time to think about which project we'd like to be in charge of with regard to the action plan…Laurel feels the Board would like to make decisions based on our selected priorities and then they will decide which will move forward…Norm said Bud would like to have recommendations on how to make the Fleece Conference more successful in 2018.

3.0 Board Update:

Laurel let us know that the Board is considering a new concept that will still honor the membership request to have the fleece show bounce back and forth between the east and west, but that we would settle on 2 relatively permanent locations and create a festival using vendors of all fibers, with classes and workshops, fleece show, annual meeting, etc, but with this model, we would build a following that would slowly increase the participation of everyone in all that it has to offer. The festival/fleece show would occur one year on one side of the country, and the next year would happen on the opposite side.

Margie announced that Becky has taken another job and will be leaving AOA. They are currently searching for Becky's replacement.

Motion to adjourn was made by Chris, B-J seconded, motion passed. Meeting adjourned at 9:17pm EST.

Next meeting will be held on September 4, 2017 at 8pm EST by conference call.