Fiber & Fiber Products Committee (FiberCom)

Meeting Minutes
June 5, 2017

Meeting: Conference Call — June 5, 2017, 8:00 p.m. EDT

Members: Stacy Heydt, Chair
Launda Soper, Secretary
B-J Ellis
Ruth Fuqua
Chris Reachard
Clarissa Wisner (absent)
Barb Ziek

Board Liaison: Norm Johnson

Staff Representative: Becky Farley

1.0 Meeting Opening:

1.1 Approve Minutes (April 2017 and May 2017): Motion to approve the May minutes by Chris, seconded by Ruth, motion passed. B-J made the motion to approve the April minutes and Chris seconded, motion passed.

2.0 Old Business:

2.1 Student Design Update: Six of eight finalists are coming to the conference, all of the planning for the student activities is finished, the students will attend a fleece judging and visit an alpaca farm in addition to the regular events.

2.2 2017 Fleece Show and Conference Update: Becky let us know that everything is going according to plan, 280 entries for the spin-off competition, we're half way to the number of fleece entries that we had last year and the deadline has been extended for the early bird price due to inclement weather prohibiting shearing throughout the Midwest. Last year we had well over 500 fleece entries and we're hoping to exceed that number this year. AlpacaGrams will be going out. Not very many people have registered to attend yet (about 50) but Becky is anticipating that will change closer to the day. Public Relations is offering a one on one consultation, set up an appointment ahead of time. Fleece to shawl is still in the works, Becky is trying to work with the Fiber Shed which is an educational enterprise predominantly centered on wool but does also promote alpaca. They are located in California and Becky is hopeful that they will participate or be of some assistance. Monitors will be active for the public to be able to view the fleece judging. Vendors (5–6) will be on site as will CALPACA. Wade Gease will help with the fashion show and be available for question and answer sessions.

2.3 Artist Marketplace: Chris let us know that he hasn't made any plans just yet for the Peoria show. Norm said the Marketplace is not an AOA item. Stacy mentioned that we need to go ahead and plan to borrow the grid system for displays. Chris said he'll work on something for promoting the Marketplace at the Fleece Show. Providing room and board for the coordinator may be the way to get a volunteer. We may be able to obtain volunteers from the affiliates at the next show but previously have not had much success with that. Perhaps asking the affiliates to sponsor airfare in exchange for recognition…banners, easels, etc.

2.4 2018 Fleece Show and Conference: No location yet…Becky went to the Wilson County Fairgrounds and it was very nice facility and was reasonable at $4000.00 per day plus internet and table rentals, etc. Becky asked Norm if the Board would need to make a decision on the location since we've changed the concept of what the location should offer. Perhaps charging the public a fee to attend will help to offset the cost of the venue. More reasonably priced classes than what will be offered at other shows such as SAFF. Norm suggested we restructure the framework of the event prior to finding a venue. Stacy asked how the committee could go about restructuring the framework of the event…do we just make recommendations and let the Board decide? Becky said she needs a springboard to work from and some input from people involved in the business. Chris said he feels the industry wants the fleece show to bring in the public and to teach them about alpacas and fiber…that the show needs to be in an agricultural area to bring in people interested in livestock. Stacy asked what the time frame is for us to put together a redesigned concept? Becky said the sooner we have a plan in place the sooner she can find a venue. Norm said the key question is when would we want to make a public announcement as to the date of the 2018 show?

Stacy suggested that we use the document she emailed to us and reply with our responses included and we will use that method to vote. We will meet again July 3, 2017, to discuss further.

2.5 Project #10 Fiber as a Business Brochure Revision Update: We're moving forward with the printer and the brochures will be ready soon.

2.6 U.S. Alpaca Fiber Council (USAFC) Update: No new updates.

2.7 Board Update: Norm said to please vote for the new Board members. The Fiber as a Business Brochure will be available soon.

3.0 New Business: No new business.

4.0 Meeting Wrap:

4.1 Next Meeting: July 3, 2017, at 8:00 p.m. EDT.

4.2 Adjournment: Motion to adjourn by Ruth, B-J seconded, motion passed. Meeting adjourned at 9:13 p.m. EDT.