Fiber and Fiber Products Committee Minutes
July 19, 2021
7:00pm Eastern, 6:00pm Central, 5:00pm Mountain, 4:00pm Pacific

Committee Members:
B-J Ellis
Alyssa Winterfeld (AOA Staff Liaison)
Ruth Fuqua — Not Present
Karen Ball
Wini Labrecque (BOD Liaison)
Elizabeth Taylor
Elaine Gerber — Not Present
Charlene Schmid (Committee Chair)
Clarissa Wisner — Not Present
Dana Rhodes (Secretary)
Robin Gifford

1. Meeting called to order without a quorum.

2. June Meeting Minutes –moved to August

3. Fiber Extravaganza Debrief
   a) Member Marketplace
   b) Fleece displays
      well received.
      Enjoyed various forms and touching
      People were looking at the display.
      Skeins, Knit swatches missing
   c) Workshops
      a. Seminars
   d) Key-Note Speaker
      Well received.
      Technical difficulties with Zoom.
      Very informative and on target with sustainability initiatives.
      No travel was beneficial
      One comment noted it as very political.

   e) Vendors
      Decent sales to cover costs.
      Happy

Wasn't promoted enough but pleased with sales

f) Other

Identify target audiences, goals, purpose

g) Next steps –Brainstorm of ideas

Purpose of Event?
Education?
Public or Members-Only Event
No public attendees from Nashville
Tracks
Workshops
Seminars, Several Fleece Shows, Fiber Sample Displays
Original focus was to build a following in the location.
Requests for event to move. SAFF encouragement.
Large volunteer base lost if moved to try to replicate the same thing.
Cincinnati? Kentucky volunteers – pull from Pennsylvania/NorthEast
Education focused? Or Fiber community?
Speakers/vendors not pulling audiences
Charlene: Symposium
Vet track vs. fiber track
Big names that people will travel for
"Learning how to do fecals"
Education with a destination
So much competition among organizations.
Ease of on-demand content. Hybrid.
60 signups. 4 engaging in Live Event
Who are we targeting? High End Crafters/Individuals or Member Focused
Agritourism: most engaging presentation. Break down of #'s.
Extended advertising/promotional period.
Affiliate support and utilizing resources
Potential of Fleece Sale After Show
Sold Sheep, Goats, Mohair
Petting Zoo
Bring fleeces to sale, rotational sales, member market place
Graded fleeces easier to sell, how to do it—online, form?

4. Committee Membership terms

When did you come on to this committee?

CS 2.5 years
KB 2 year liaison, 1 year committee
EG May 2020
CW May 2020?
ET 8+
RF 6+
BJ 5+

- *Policy & Procedures as of October 2020: 2 consecutive terms: Appointed by majority vote, term of 3 years unless otherwise specifically noted. Individual not to serve more than 2 years. Must be registry/member of AOA.*

What might transitions look like?

General AOA Callout?
Different committees follow different methods
Encouraging old/new members to join
Develop calendar for transitions

Who might we invite to join?

Add mill perspectives

5. AOA Board Update, Wini

6. Date for next meeting – August 2