

AEA-BOD Meeting Minutes - Thursday, March 14, 2019

Call To Order –

Moment of Silence -

Roll Call – Brian Smith, Joylene Reavis, Jay Winslow, Dennis Anderson, Terry Turner, Amy Hall

Absent - Andy Martin * Joy motioned to excuse Andy due to Weather. Brian seconded. Motion carried.

Guest - Susan Wright

Minutes – * Brian motioned to accept the February minutes as written. Dennis seconded. Joy abstained. Motion carried.

Financial Report – * Brian motioned to accept the January Financial Report as written. Joy seconded. Motion carried.

* Brian motioned to accept the February Financial Report as written. Dennis seconded. Motion carried.

ACTIONS TAKEN Since Last BOD Meeting - None

OLD BUSINESS

2019 Convention

BOD Days - At 2019 convention the BOD will meet Thursday through Sunday.

2019 Convention Speakers – Speakers were discussed. Subject carried to next meeting.

Convention Press Release & Arizona Membership Drive – A press release has been written. It will be submitted in April.

Convention Registration Form - * Brian motioned to use the same pricing structure as last year for the 2019 convention. Dennis seconded. Motion carried.

Retail Item Inventory - An EXCEL list of items on hand that the AEA has for sale at the convention, has been given to the BOD. More items are needed.

Promotional Materials – Amy is looking into items that can be imprinted with AEA logos, emu pics, slogans.

Venue for 2020 Convention - A proposal has been given to the BOD.

YahooGroups Administrators– those listed as ADMINS will have “crowns” next to their names on the YahooGroups home page.

Discord Discussion Board –Not all board members are using Discord resulting in cross-posting to YahooGroups. There have been several posts on Discord this past month. *Use #hashtags to group topics.*

Dates for 2018/2019 AEA-BOD Meetings - Please recheck schedules and let us know, if a reschedule is necessary.

Committee Reports

AEA Phone – Several calls per week

AEA Newsletter – Editor is having numerous problems getting everything done. The plan is to get newsletters out the last week of March.

Oil Committee - Has met and will continue to talk.

Meat Committee - They met and they will send their findings to the board for review.

Website Committee - Web developer has made a few improvements to the website but, more work is needed.

The AEA needs a member who is experienced with WORD PRESS to help with adding content to the website.

AEA Mascot - Amy has suggested that the AEA create a “mascot” to use in advertising and promotions.

Tariffs for Exporting Emu Oil to Canada - BOD needs to look into this for further discussion.

Nominations – Convention and annual membership meeting will be 2 months later this year than in the past. Call for nominations no later than april10.

AEA Certified Oil Program - Further discussion was tabled until all Bod members can be in attendance.

3 year Membership / \$275.00 – Website membership application has been updated to match by-laws change, but, the tri-fold application has not. BOD is waiting to hear back from ET&T, who prints the brochures.

NEW BUSINESS

CBM Program - The annual CBM renewal time is during the month of April.

* Joy motioned to repeat last year’s CBM registration program pricing. Brian seconded. Motion carried

LiMu the Emu On Liberty Mutual Commercial - The Liberty Mutual commercials were discussed. It was agreed that this commercial make this live emu look more like a cartoon character than a pet. We must remind AEA members not to “humanize” their emus. They should not use “exotic” to describe their emus or the emu meat, as this gives the impression they are endangered. It was agreed that a much better description than exotic would be to use “alternative livestock” or “alternative protein”.

ADJOURN – 7:40 pm. * Joy motioned to adjourn. Dennis seconded. Motion carried.