

AEA-BOD Meeting Minutes - March 12, 2020

Call to Order - 6:02 Central Daylight Time (CDT)

Moment of Silence

Roll Call - Brian Smith, Joylene Reavis, Terry Turner, Dennis Anderson, Amy Hall, Jay Winslow, Andy Martin

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

Financial Report – * Joy motioned to approve the financial report as written. Brian seconded. Motion carried.

Actions Taken Since Last BOD Meeting

*Joy motioned to accept new member. Jay seconded. Motion carried by majority.

OLD BUSINESS

Committee Reports

Oil - Working on getting all Certified Oil seal users in compliance.

Phone - Many phone calls were received due to the website being down, while updates were made. Questions were about - purchasing emus, adulterated oil, emu feed, emu equipment available in Nebraska, importing emu oil, raising emus and information about the convention.

Meat - Looking at finding a meat slogan. A license plate logo stating “Emu - the Other Red Meat“ from long ago was remembered.

Website - The AEA website has been upgraded and is now phone friendly. Convention registration is now available online. BOD is asked to look over the website for and errors, changes or additions. Newsletters and board minutes summaries to be posted in the Members Only section. Other articles to add to the Members Only section. Suggest moving old news article about “fake” oil to a more prominent spot near public oil information.

US Fish and Wildlife Service Export Reg - Nothing at this time.

AEA Newsletter - The past 3 newsletters are finally up to date. The Mar/Apr newsletter is complete and will go out around March 15th. The planned schedule for emailing newsletters will be as follows: Jan 15 - Jan/Fe-Mar/Apr; May 15 - May/Jun; Jul 15 - Jul/Aug; Sept 28 - Sep/Oct; Nov 15 - Nov/Dec. b; Mar 15.

USDA Processing Plant Training Video - Nothing at this time.

Convention Costs - Convention income and expenses for the past 10 years along with averages and attendance was sent for the board to review. A cost of conventions article will be added to an upcoming newsletter.

2020 CONVENTION COMMITTEE PROGRESS

Hotel - Everything on schedule.

Cancellation Due To Corona COVID-19 Virus - At this time, if we were to cancel the Huntsville convention between now and June 8, it would cost the AEA \$4,650.00. After June 8th it will cost \$6,975.00 to cancel. Our hotel finder told us that historically, if you cancel and rebook for the next year at the same hotel, they will waive cancellation fees. They will keep us informed about hotel industry updates pertaining to the virus.

Registration - Website can now take online registrations.

Banquet / Welcome Night - Will talk to the chef during the next month. Asking for suggestions on where to purchase emu meat for the Banquet. Do we want entertainment for the Welcome Night?

SPEAKER / CLASSES

Insurance Speaker - ?

Amy - Alph Gal - Jennifer Burton has agreed to talk about AlphaGal Allergy. We will offer her airfare or mileage plus one night's room accommodations.

Social Media (Instagram, Facebook, Google and others) "Promoting Farming Including the Emu Industry - In Particular, Emu Oil and Emu Meat" by Ruth Ann Replogle formerly of ET&T. AEA will offer her airfare or mileage plus one night's room accommodations.

My Starting An Emu Farm – Adventures as a beginning emu farmer.

Decorations / Speaker gifts - Suggested using the "Flying Emu" picture from last year's contest.



Awards - Awards info will be sent to the committee.

Funding – Will talk to committee about starting to seek funding.

Convention Theme - Seeking ideas. "Rocketing to profits" might be good. "Flying High In The Emu Industry" might work with the flying emu picture.

Program Booklet - We need to start coordinating the convention schedule. Use Flying Emu on booklet cover.

Exhibits Booths - Renaissance Nutrition was asked but declined. They should be asked to place a booklet ad. Mazuri Feed is possibly interested. They should also be asked to take out an ad in the convention booklet.

Silent / Live Auction / Raffle -

Welcome Bags & Tourism – Will ask for Huntsville Tourism contact information.

Promotion and Advertising -

T-shirts and Retail Items - Determine what we need to restock for our retail sales items.

Audio/Visual - New projector is ready to go.

2021 Convention Possible Locations - We will NOT sign a contract with anyone until we know more about the current virus situation.

Board Member Mileage Reimbursement - Flying to conventions is encouraged unless mileage is less than airfare. Hauling retail items is an exception. We must decide what we want to do about this in the future (cut back on retail items, post items to website and newsletter, host conventions close to the person who will be hauling items to convention, etc.)

Non-Profit Channel on YouTube - This is open to charitable organizations only.

Nomination Process Begins - Opening of nominations must be announced by April 8. Announcement is in the Mar/Apr newsletter set to be emailed by March 17.

YahooGroups Followup - YahooGroups is still functioning on a limited basis with no archiving. Saving all emails posted to YahooGroups board and members groups is not a very good use of anyone's time. We will post information to BOD list on GoogleGroups. The AEA already has a Google membership. We need someone to set this up and change the email lists over to Google.

Feed Formulator Premix - Renaissance Nutrition, 339 Fredrick Rd, Roaring Spring, Pennsylvania 16673, phone - 814-793-2113, has the AEA feed formulator pre-mix, a 50# bag for \$102.00 plus shipping. Feed Formulator CD info, Renaissance Nutrition contact information and pre-mix formula should be posted in the "Members only" section of the website.

Fake Emu Oil - Suggest moving old news article about "fake" oil to a more prominent spot near public oil information.

NEW BUSINESS

Countryside and Small Stock Journal - Renew Ad? - * Brian motioned to renew the classified ad in Countryside and Small Stock Journal at \$60 per year for 6 issues. Dennis seconded. Motion carried.

New Member - *Joy motioned to accept the new member . Amy seconded. Motion carried.

Spam Sent In President's Name - Watch your emails. Be sure to check that the email address matches the name of who sent the email. The one asking for cards for Veteran's Hospice was not from the AEA president's email address.

Social Media Presence Needed - We need someone savvy in Social Media to promote the emu industry in all venues.

ADJOURN - 7:18 pm (CDT) *Brian motioned to adjourn. Dennis seconded. Motion carried.