

# AEA BOD Minutes, Thursday, May 13, 2021

**Call to Order** – 7:06 pm (central)

## **Moment of Silence**

**Roll Call** - Joylene Reavis, Dennis Anderson, Amy Hall, Daryl Connite, Kymara Lonergan and Brian Smith.

Absent – Jay Winslow

**Minutes** - \* Brian motioned to accept the minutes as written. Amy seconded. Joylene abstained. Motion carried.

**Financial Report** - \* Daryl motioned to accept the financial report as written. Joylene seconded. Motion carried.

## **OLD BUSINESS**

**AEA Committees - chair and members** – Added Kym to convention committee.

Chairman is listed after the liaison and works with other committee members.

- Ag/Legislative – [Jay Winslow](#) / [Kymara Lonergan](#) / Ngon Nguyen /
- Awards – [Dennis Anderson](#) / [Amy Hall](#) / Cyril Klein
- By-Laws/Parliamentarian – [Kymara Lonergan](#) / [Jay Winslow](#) / [Tony Cithryn](#) / [Janeane Parker](#)
- Convention – [Joylene Reavis](#) / [Daryl Connite](#) / [Brian Smith](#) / [Amy Hall](#) / [Carolyn Palo](#) / [Susan Wright](#) / [Terry Turner](#) / [Kymara Lonergan](#)
- Emu Oil Certification & Batch Numbers – [Amy Hall](#) / [Susan Wright](#) / [Cyril Klein](#) / [JoAnna Stinar](#) /
- Emu Oil Program (AEA Certified) & Trade Rule Committee – [Kymara Lonergan](#) / [Susan Wright](#) / [Carolyn Palo](#) / [Terry Turner](#) / [Paul Binford](#)
- Financial/Budget – [Brian Smith](#) / [Susan Wright](#) / [Ngon Nguyen](#) / [Trevor Peterson](#) / [Amy Hall](#) / [Terry Turner](#)
- Internet & Technology (I.T.) – [Jay Winslow](#) / [Susan Wright](#) / [Daryl Connite](#) / [JoAnna Stinar](#) / [Ngon Nguyen](#) / [Janeane Parker](#)
- Meat – [Amy Hall](#) / [Ngon Nguyen](#) / [Tony Cithryn](#) / [Jay Winslow](#)
- Membership – [Brian Smith](#) / [Susan Wright](#) / [Amy Hall](#) / [Gary Smith](#) / ([Jody Pierce](#) – consultant)
- Newsletter – [Joylene Reavis](#) / [Amy Hall](#) / [Candace Smith](#) / [JoAnna Stinar](#) / [Brian Smith](#) / [Carolyn Palo](#) & [Kathy Goldstone](#)
- Nominations – [Amy Hall](#) / [Jim Glick](#) / [Carolyn Palo](#) / [Deitra McCleery](#)
- Phone for AEA – [Amy Hall](#)
- \* President Assistant – [Terry Turner](#)

• Public Relations – [Joylene Reavis](#) / [Kymara Lonergan](#) / [Clover Quinn](#) / [Carolyn Palo](#) / ([Sheree Lewis](#) – consultant)

Sub Committees -

Promotions & Advertising Committee - [Joylene Reavis](#) / [Paul Pluss](#) / [JoAnna Stinar](#) / [Ron Reagan](#) / [Jay Winslow](#)

**NOTE** - The Promotions & Advertising committee will be used for a press release and promotion campaign, "if", favorable results are found with the human research that is now being done.

It was suggested that we start submitting generic press releases (recycled and updated old press releases) about emus and the emu industry on a regular basis, leading up to the published results of the human research. This will have the press familiar with the emu industry and ready to view the research results as big news.

National Emu Week (N.E.W.) – \_\_\_\_\_ (Joy will add information to newsletter)

- Research & Grants – [Dennis Anderson](#) / [Cyril Klein](#) / [Caleb Binford](#) / [Amy Hall](#) /
- Standards – \_\_\_\_\_ / \_\_\_\_\_

**COMMITTEE REPORTS** – Committee liaison should post future committee reports on DISCORD prior to meeting so lengthy discussion is not needed.

**AEA Phone** – Talk to a person who wants to give away an emu. Trying to contact a man from Michigan who is looking for emus.

**Financial/Budget (for advertising and other)** – Nothing to report.

**Meat** – Nothing to report.

**Legislative** – No report

**Newsletter** – July/August newsletter deadline is June 15<sup>th</sup>.

\* Newsletter editor/publisher needed.

**Oil Committee** – Continues checking of violations.

- \* **Oil Brochures will be review and rewritten** then they will be **reviewed by a lawyer** for appropriate wording.
- Looking into request for changes to Myristic Acid Properties of Emu Oil.

**Website** – Internet & Technology (I.T.) Committee is reviewing website content and making suggestions to make it more user friendly.

\* Possibly add a shopping cart? This is probably too costly. Suggested posting a retail items sheet with prices and an additional column for AEA member prices (might be incentive to join the AEA for the discount). Also, suggested using treasurer's email address so inquiries go to both Susan and Brian.

\* Internet & Technology (I.T.) committee met on ZOOM on 4-20-21 and again on 5-13-21. An set-up an EXCEL sheet to keep track of recommendations has been set up. Once the committee has gone through the entire website and made recommendations, changes will be made on the website.

\* Currently finishing going through News & Events to determine tab each article should go under and whether in public area, members area or both.

\* Suggested "everything" public should also be in Members Area, also, so members do not have to search back and forth from public to members area to find articles.

\* Red Oak Farm information will be placed in Members Area except for several generic pages and a few recipes with a teaser that more information is available in Members Area, will be on the public pages.

\* I.T. Committee will review individual pages next, such as About AEA, and make recommendations.

\* Next I.T. committee meeting will be on Thursday May 27<sup>th</sup>.

**Website Inquiries** – Person asking about DNA sexing emus.

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**Board Meeting Dates** – THURSDAY - 2<sup>nd</sup> Week of the Month

7:00 pm (eastern) ~ 6:00 pm (central) ~ 5:00 pm (mountain) ~ 4:00 pm (pacific)

**Member Zoom Meeting** – Zoom Chat was held on May 11<sup>th</sup>. 6 people attended. Feed and processing were the main topics.

**2021 Convention** –

NO IN-PERSON CONVENTION THIS YEAR.

\* Some members of the Convention Committee and the Internet Technology (I.T.) Committee will start meeting in June to discuss this year's online membership meeting.

a. Discuss possibility of ZOOM Membership Meeting with meeting taped for other members to view at a later time. Board voted to upgrade to Pro ZOOM so that it could not only be used for monthly chats but, also, be used for the annual membership meeting.

b. Committees will discuss making videos available to members on various subjects (Home Butchering; Hatching; Marketing, Temple Grandin's Animal Behavior Observations; Soapmaking; Egg Carving; etc.) in the Members Area of the website and using members as speakers, since they are the experts in the emu industry. There are also older Raising Emu videos that could be made available through the Members Area for 1 or 2 weeks only. They will try to focus on subjects for new members and those new to the industry.

**2022 Convention** – We could wait until the first of next year to make a convention decision (but, sooner would be better). Board wants a convention in 2022. Convention Committee will review survey responses and start meeting in June to discuss 2022 convention.

**Convention Survey** – New survey sent May 1<sup>st</sup>. Only 6 responses. Board members were asked to also respond to these questions so data can be compiled.

- 1.) What month for convention (currently mid-Sept.)?
- 2.) Where to hold the convention? City, State, Region?
- 3.) Room prices? Highest you would be willing to pay.
- 4.) Topics to discuss? Would you attend?
- 5.) Do you prefer an airport hotel or downtown hotel?
- 6.) Convention Friday morning thru Saturday evening with program on Thursday evening for those interested?

**Website Video** – We have the professional videos from Alphabet Zoup that we could link to from the AEA website. Links are posted on DISCORD. Asking board to look these videos over so they can be added to website if, approved.

**Mt. Emu Video** –Waiting on response on content from oil committee at this time.

**Radio Promo** – Ads aired numerous times during National Emu Week in Northern New York along with 15 minute audio interview. Excellent response. Public loved the ad so station aired it more than agreed on.

**2021 Certified Business Member (CBM)** – 10 total CBMs signed up this year. All CBMs renewed from last year plus one new applicant. Specials were well received. All had their paperwork in by April 30<sup>th</sup> for one free month and 6 took advantage of another free month by paying for the entire year in April.

**Call For Nominations** – All eligible members have been asked and no nominees have been found. One final message has been posted. Nominations must be received by May 31<sup>st</sup>. One nominee is definitely needed.

We need 3 nominations – *Region 1 & 2* - Kym; **Region 3** – Dennis; **At-Large** – open.

The BOD that they must consider who will take over the secretary and president duties in September.

\* A third person is needed on the nominations committee to look for nominees. If you can help or if you have recommendations for a nominee, contact, [pinehillfarms@aol.com](mailto:pinehillfarms@aol.com) .

## 2021 ELECTION TIMELINE

1.) **Call for nominations** - no later than 156 days prior to the Annual Member Meeting September 11). **April 8**. Call for nominations **is emailed to the email lists on or by April 1, and in the next newsletter BEFORE April 8**, announcing that nominations are currently open.

2.) **Nominations must be received** by AEA 60 days later. **May 31**. **Bios** are then written by those who have said they are willing to run.

3.) **Deadline for mailing of ballots to the members** shall be 75 days prior to the Annual Meeting. (on or before **June 28**)

4.) **Deadline for ballots to be received back from members** is 30 days prior to the Meeting. **August 12**.

5.) **Deadline for Chairman of the Nominating Committee to be notified of results** - 25 days prior to the Meeting. **August 17**

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**VHS Tapes from Emu today 7 Tomorrow (ET&T)** – Old archived videos and DVDs arrived. These will be looked through and the VHS tapes will be transferred to DVD,

**Cornell Meat Webinar Link** – USDA cutting and wrapping in a licensed community kitchen. No summary available at this time. To view this and 2 other Cornell meat webinars, go to – "Starting a Red Meat Slaughterhouse in NY State", "Creative Slaughterhouse Workarounds", and "Meat Cutting in a Commercial Kitchen": <https://smallfarms.cornell.edu/2021/03/meat-processing-webinars/>

## NEW BUSINESS

**New Membership Applicants** –

2 new member applications.

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**ADJOURN** – 6:59 pm (central) \* Amy motioned to adjourn. Brian seconded. Motion carried.