Fiber & Fiber Products Committee (FiberCom)

Meeting Minutes
February 6, 2017

Meeting: Conference Call—February 6, 2017, 8:00 p.m. EST

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

Board Liaison: Norm Johnson

Staff Representative: Becky Farley (absent)

1.0 Meeting Opening: Meeting opened at 8:04 p.m. EST.

1.1 We welcomed Barb Ziek to our committee.

1.2 Approve Minutes: Approval of January minutes, Chris made the motion to approve, B-J seconded, motion passed.

2.0 Old Business:

2.1 Survey Questions:

The survey questions have been sent out to the membership. Norm reported that he did not have any results to report yet but encouraged us to ask the membership to participate in completing the survey.

2.2 Student Design Competition:

Ruth reported that she has 18 schools participating so far. The samples will be shipped out to the schools this week. She also reported that no schools from the west coast have signed up yet. Ruth also said that the sample skeins, fabric, and "damaged" products she received for the students to use on their boards were excellent in quality and quantity.

2.3 2017 National Fleece Conference:

2.3.1 Artists Marketplace: Norm reported that the marketplace and AOA booth will be "front and center" at the hotel. He stated that press releases will be done to encourage the general public to visit the hotel.

2.3.2 Fleece to Shawl: As of our meeting date, no fleece to shawl teams have been found in the Sacramento area.

2.3.3 Speakers: No information on speakers was updated tonight.

2.3.4 Informational Fleece Show Signage: The committee discussed creating signage for the fleece show. After much discussion, it was decided that Chris would provide us with the information and layout of the posters MAPACA created for their shows. AOA will adapt that layout so that any affiliate will be able to download the sign, insert their affiliate's logo and have it printed if so desired.

2.4 2017 AOA National Show:

Norm reported that the weekend of the National Show will be one of the busiest weekends at the complex with two other events being held. Chris announced that he may not be able to attend. We discussed other options on who might manage the Fiber Artists Marketplace. We also discussed the mail-in options for the Marketplace. It had been decided in previous meetings that mail in entries would be accepted. Chris and Norm both stated that they have informed Becky to change the information on the AOA website to state that mail-in entries will be accepted. To date, we do not have a volunteer to collect the entries in the Denver area.

2.5 2018 AOA National Fleece Conference:

It was decided that the committee will wait to make any recommendations on the 2018 conference until we get the results from the survey so we can best address the needs of the AOA membership.

2.6 USAFC Fiber Council:

Norm informed us that this committee was moving forward with the projects previously discussed. Their current goal is to get the website designed and published. He told us that the goal of the USAFC is to be informative with brochures and links to find additional information.

2.7 Promo for the Fiber Committee:

Stacy is still needing bios and photos of the committee members to finish the promo piece about the fiber committee members and what we do. It is unclear if Launda will want this for the Carolina booth, but we would like to have it completed for the National Halter Show.

2.8 Project #10 Fiber as a Business Brochure:

Much of tonight's meeting was dedicated to any revisions needed for the brochure before it is published. A few minor suggestions were made to increase clarity of a topic. We are reminded that this is a general introductory piece for new and prospective alpaca owners to introduce them to the fiber industry. It is not meant to be a comprehensive manual. Stacy will make the suggested changes and forward them on to the AOA staff.

3.0 Board Update: Norm said that Bud will be traveling to TXOLAN and other affiliate shows.

4.0 New Business: During tonight's discussions, the committee feels there may be a need for additional projects to fill the gap between what the USAFC is addressing and information growers, producers and artists need. These topics will be addressed in future meetings.

5.0 Meeting Wrap:

4.1 Next Meeting: March 6, 2017, 8:00 p.m. EST.

4.2 Adjournment: Chris made the motion to adjourn, B-J seconded, motion passed. Meeting adjourned at 9:25 p.m. EST.