

MAA Board Meeting
24 January 2021
Via ZOOM – 11:00AM

Attendees:

Anne Gobes, Judy Mullins, Cindy Randall, Kate and Tim Whalen

DISCUSSIONS:

- ❖ In lieu of the Annual Members meeting, we email members with our financial information, a survey to get their input about where MAA is headed, and whether there is interest in participating in online presentations for seminars for herd health, parasite control, shearing techniques, etc.
 - Judy made the motion to do this, Cindy seconded the motion and the Board was in agreement.
 - Due to the uncertainty that Covid presents on gatherings, we as an association will not be able to plan on when we can schedule a member meeting unless it is done virtually.
 - With the Annual Member email the Board will be able to query the members with the survey as to whether they belong to any other alpaca associations and if there is anything MAA can provide that they are not receiving from the other associations; what they would like the membership to accomplish/needs, and include some latest research and news. It seems that there is an increased interest in farming since the pandemic, and perhaps members would like to know how to reach customers via the internet or social media.

- ❖ In November 2020 a request for Board nominations was sent out asking members to send their nominations to Judy. None have been received to date. As of today, Board member Ginny Rebar has stepped down as of January 2021. Kate Whalen has resigned as well, but will stay on to help for the interim. The Board will contact the members in a phone call campaign and query them if they are interested in filling any of the three (3) open Board positions. They will also ask those members who have not renewed their 2021 membership if they plan on continuing as members.

- ❖ Tim had suggested that maybe in lieu of the annual newsletter that we put out a monthly one. The discussion was that there might not be enough content in order to make that feasible but that a quarterly newsletter would probably work. He suggested that frame for the release be scheduled and that a format be developed. Also, there are non-members on our list-serve group that could be included in the mailings that could benefit from unique information contained. Anne currently sends out notifications she receives from AOA, NEAOBA and the Agriculture, Conservation and Forestry Department from the State of Maine.

- ❖ The MAA license plates are ready to be sent to the paid members. Cindy will take care of getting them mailed.

- ❖ Anne showed us the roll of “Made in Maine” stickers she ordered from the Maine Department of Agriculture. They are \$3.00 for a roll of 500. She puts them on all her handmade products. It was discussed that this might be something to give to new members.
- ❖ The Board voted to upgrade to the next level of ZOOM membership (over 40 mins, more than 3 members joining) for \$149. This will enable us to invite the entire membership to a virtual meeting.
- ❖ Anne and Kate will work with putting together the structure for the newsletter and the Mail Chimp survey for member feedback.
- ❖ Cindy will send out the license plates and also snail mail dues reminders to those who have yet to renew. As of 12/24 members paid dues for 2021. The invoices were sent out 12/2020.
- ❖ Judy will check again on why Kate is unable to access MAA Facebook as Admin.

Meeting adjourned: 12:04PM

Next Board meeting TBD

Respectfully submitted
Judy Mullins
MAA Secretary (A)