

MAA Meeting Minutes 9/14/13

This was an informal meeting attended by 11 members, including 2 Board members, held at Peppers in Winthrop.

The items discussed were as follows:

1. Should we repeat the gala affair this year? No, due to it being the busy time of year for everyone. Last year our attendance was not big. Biggest complaint from last year was there was no separate area for MAA although, those who went had a good time.
2. Need to develop a new members packet.
 - *recognizing MAA
 - *Include a master listing of who members can go to for what information should be included.
 - ex. business classes, birthing, fiber, taxes, felted soap, vet, buildings, etc.
 - *General consensus is we need to work together, have a sense of community and promote but most of all support each other.
3. Nominating committee –three people need to call members to get people nominated for Board.
 - *Lois will send emails to the committee with the responsibilities for the positions, she will also provide the list of names for calls.
 - *Board decides who gets what position
 - *John, Mike O'Brien, and Darlene Herbert volunteered
4. Membership is way down-exact numbers not available at time of meeting
 - *get members back
 - *need a hard copy mailing as a reminder
 - *renewal done in January
 - *offer a payment plan
 - *offer former members a reduced fee to re-join
 - *no info available on associate member- possibly veterinarians should belong as a member at a reduced rate.
 - *need to provide information to the benefits of being a member, “what you get out of it”
 - *find out farms that are no longer in business to update mailing list
 - *When you sell alpacas , give the new owners information and direct them to join MAA, if they are not already members.
5. A copy of the by laws needs to be posted to the MAA website
 - *Ask Janice about doing that
 - *Copies should be given to all new members in their packets

Questions that need answers:

1. What is offered by MAA? Mission statement?
 - 2.
 3. What is the balance in the MAA account?
 - 4.
 5. Is MAA going to be represented at the Common Ground Fair?
 - 6.
 7. Are leads being sent out when inquiries come in?
 - 8.
 9. Due to the vast range that Maine encompasses, could the board set up the same meeting, in different parts of the state? Possibly simultaneously, so all members are getting the same information. This could grow the membership.
 10. Can we have time set aside at the meeting to share/network? The way to grow the industry is through knowledge.
 11. Can subcommittees be set up to focus on certain areas, advertising, education
 12. Advertising-we should have a uniform sign for the MAA, like the one AOBA offered members
 - 13.
- *Mike O'Brien has designed a bumper sticker and knows who can print it, he has emailed that it was going to the board....no answer yet

Could we chip in to do advertising together, on TV, maybe all farms 10% off on the same day, do one thing to get alpacas out there, cheapest advertising is midnight advertising-get prices

Conclusion:

There will be an email sent out on Agri Tourism, as the speaker could not make it today. He will be available for the next meeting.

Next meeting not set until the board gets together to fill in the gaps. Should be by mid November.

A strong attendance will be needed for voting.

Farm Closures: Full Moon Alpacas, Andes, Sugarloaf

Lois Brace

