

Board of Directors Meeting Minutes  
March 8, 2014

In attendance: Lois, Alan, Ann, Mike, Ginny, Darlene and Pam

Lois will be separating Constant Contact into three groups: Current members, former members and other. Leads will be starting again and she will forward them to Janis. Mike provided a printout about Constant Contact. The newsletter arrives through Constant Contact. If you have something that needs to reach a lot of people, it is best to send it to Janis and have her send it out through Constant Contact.

Pam believes you can unsubscribe from constant contact. You can also check to see how many people received it and the number that were opened and invalid email addresses as well.

Lois will get list together for upcoming fairs. Ginny does the Harmony fair. Darlene has the Fiber Frolic all set up and will be sending out a schedule for volunteers for the booth. Ann is looking into the North American Alpaca Show the beginning of April. Ginny and Lois will be doing the Agricultural Expo at the Capitol Building on March 12, 2014.

Upcoming meeting dates:

March 22 11:30-2 at Margaritas, all members

May 24 – board of directors – location & time TBA

June 7/8 member meeting – Alan is checking into having it at the Windsor Fairgrounds-TBA

October 4 –board of directors - location & time TBA

October 18 member meeting – location & time TBA

Associate Membership came up again. It is suggested to go over at the member meeting on March 22, to discuss the rate. This membership would be for individuals without alpacas. The rate suggested was \$20.00.

For business's wanting to advertise on our website: They will have to pay a \$75.00 fee which will give them a business card size adds on the page. We need to see if we can set up a vendor page as well to have a list of vendors in categories. This will not make them members; it will be strictly for advertising purposes. Lois will work on a letter to notify all current listings that a \$75.00 fee is required to advertise on the MAA website.

Carrie Myers of Abenaki Alpacas of NEOBA wants to talk with someone as their membership is dwindling.

Red, of Misty Acres will be discussing the Charms and Challenges of making an alpaca business work at the March 22, alpaca meeting.

Mike discussed the possibility of recording or videoing speakers at our meetings to post on the website. Maine is such an expansive state; this may be able to stretch out to the

other areas to involve more than just the central Maine area. We may try with audio first and see how to download it to the site. If it can't be downloaded, we could always send it out through email to members. We hope this will help with the lines of communication.

Lois wants to visit farms to get the MAA out there.

Lois and Mike discussed doing ads in the Advertiser for upcoming events. It will be on the agenda for the next upcoming member meeting.

Pam received an email from the Southern Maine Guild of Spinners that there were 5 free alpacas ages 5-9 in York and to contact Hope Rowley.

Ann went over the GALA event. (Greater Appalachian Llama and Alpacas) It will be held at the Marriott Sable Oaks in Portland Maine, October 23-26. The membership had voted on providing a sponsorship of \$500 at the December meeting. She will give more information at the next meeting. If you want to check out their website: [www.galaonline.org](http://www.galaonline.org). Ann is getting the particulars on the exhibitor area and we may have a booth there if we have enough volunteers to help out.

Ginny suggested doing another project like the blankets.

Mike went over marketing information that included TV, radio and newspapers. It seems MPBN offers the best coverage area as it covers the entire state.

Suggestions: TV &/or Radio

The lowest cost will be a long term contract which covers 52 weeks. The commercial would be 15 seconds, one time per week during a Nature Show. For special events, Fiber Frolic, Open Farm Day, the GALA, one week prior we can do 80 spots leading up to the event, with a long term contract we would get 20% off the extra cost of these spots.

Digital pictures are needed to do the ads if we decide to and also to update the website.

Janis has offered to make a new video, but she needs new digital photos.

Mike also has gotten prices on having pens made up so we have something as a handout at the booth. He has also found out prices on T-shirts advertising the MAA with it's logo on them.

Darlene had a stamp made up for the membership card to show the valid dates. We have decided to have new business cards made up as we only have a small amount in the booth setup.

Lois will mail out member ship cards with the year stamped on the back.

Our liability insurance is now \$400.00.