



Board of Directors Meeting
Sunday, January 21, 2007
3:15 PM

All present: Cindy Lavan (Immediate Past President), Nancy Durst, Pam Harwood, Raini Perry, Marianne Roberts, Brian Toomey.

Immediate Past President **Cindy Lavan** called the meeting to order at 3:15 and welcomed the new Board members.

Establish Board positions: President – Raini Perry
Vice-president – Nancy Durst
Secretary – Pam Harwood
Treasurer – Brian Toomey
Director – Marianne Roberts

It was agreed that BOD and Membership meeting minutes will continue to be posted on the website as soon as the Secretary can get them to our Webmaster, **Al Maloney**.

Goals for 2006

- Finalize By-laws and 2007 budget – both will be mailed to the membership for a vote well before the next membership meeting
- Attract new members (and encourage renewal of membership).
- Increase awareness of the Maine Alpaca Association within the state, throughout the northeast, and across the nation.
- Provide continuing education at membership meetings.
- Host an annual conference to be attended by in-state alpaca owners and breeders as well as those from away.
- Further develop the website to showcase the alpaca owners and breeders' lifestyle by using the "Snapshot" (all members, not just alpaca owners and breeders, may contribute) and paid Classifieds, providing information and support for potential buyers, and driving more traffic to individual farms.

Committee Chairs and Board Liaisons

- Education: **Dawn Brooker**, chair, and **Raini Perry**, liaison
- Website/Marketing: **Cindy Lavan/Al Maloney**, co-chairs, and **Pam Harwood**, liaison
- Fundraising (Including Vet Fund): **Marcia MacDonald**, chair; **Nancy Durst**, liaison
- Fiber Frolic: **Al Maloney/Nancy Williams/Raini Perry**, co-chairs, **Raini Perry**, liaison

Liaison with outside organizations (GALA, NEAOBA, MLLA, etc.): **Raini Perry**
State Liaison for programs, etc.: **TBA**, will check State websites and report to membership.

Old Business

e-Newsletter

This needs to come out more regularly as we have a number of people who have signed up for our newsletter but who aren't yet members or even owners of alpacas. **Pam Harwood** to

edit. A draft will be emailed to BOD for comments/corrections before being sent to the Webmaster, **Al Maloney**, for distribution. Items of interest, particularly 2-3 paragraph articles, may be sent to **Pam Harwood** for inclusion in the e-Newsletter

Survey

In order to continue the momentum generated by the 2006 survey, the BOD discussed ways to distribute an annual survey. We can compare results to last year's survey. The purpose is to gather data for marketing and promotion of the Alpaca Business in the State of Maine. If we use Surveymonkey.com, we hope more members will participate, as responses will be automatically tabulated, ensuring anonymity. **Pam Harwood** to contact Erin McCarthy about AOBA's use of Surveymonkey.com.

Meeting Space

Raini Perry will continue to work with the Augusta Civic Center. A microphone is available at \$35/meeting.

New Business

Mark your Calendars!

Upcoming membership meetings at the Augusta Civic Center were established and will be forwarded to the Education Committee: **March** – Saturday 3/24 at 12 noon; **June** – Saturday 6/16 at 12 noon; **November** – TBA, once the Education committee has a speaker for our Annual Conference.

In addition, in an attempt to attract Columbus Day Weekend visitors AND capitalize on the momentum generated by the NECC, MAA's Open Farm Weekends will be Saturday/Sunday October 6 & 7 and 27 & 28. The Marketing committee will determine where MAA's funds will be spent, and participating farms may be asked to contribute additional funds for greater coverage.

Change of Banking

Pam Harwood made a motion that the current MAA checking account be used for the Fiber Frolic, with **Al Maloney** as co-chair and signor, and that a new MAA bank account with Debit Card be established by **Brian Toomey** in the New Portland area. Motion seconded and passed unanimously. Paperwork will need to be completed ASAP for both accounts to include **Raini Perry** as the optional signor.

Change of Address

All mail directed to MAA will now go to 819 Middle Road, New Portland, ME 04961. This is the home of **Brian Toomey**.

Next Meeting of the BOD

Sunday, March 11, 2007, 4:00 PM at the 99 Restaurant, Rte. 4 in Auburn

Respectfully submitted,
Pamela Harwood
Secretary