



Board of Directors Meeting  
Monday, January, 23 2006  
11:15 AM

All present: Cindy Mingle (Immediate Past President), Anita Cooper, Joe Gabriel, Pam Harwood, Cindy Lavan, Al Maloney.

**Establish Board positions:** President – Cindy Lavan  
Vice-president – Anita Cooper  
Secretary – Pam Harwood  
Treasurer – Al Maloney  
Director – Joe Gabriel

It was agreed that BOD meeting minutes will be posted on the website once they have been accepted.

An attendance sheet will be passed around at membership meetings.

Possible dates for upcoming membership meetings will be given to Education Committee: March – Sunday 3/19; June – Sunday 6/18; November – Sunday 11/19.

### **Goals for 2006**

- 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, offer information and support for potential buyers, and drive more traffic to individual farms.

### **Committee Chairs and Board Liaisons**

- Education: **Dawn Brooker**, chair, and **Joe Gabriel**, liaison
- Website/Marketing: **Cindy Lavan** and **Al Maloney**
- Fundraising: **we need to find a chair**; **Pam Harwood**, liaison
- Vet Fund (part of Fundraising): **Dawn Brooker**, chair; **Pam Harwood** liaison

Liaison with outside organizations (GALA, NEAOBA, MELama, etc.): Cindy Lavan

State Liaison for programs, etc.: **Al Maloney** and **Anita Cooper** will check State websites and report to membership.

### **Fundraising**

Marketing

Vet Fund raffle

N.B.: website banner ads generate funds for website development rather than general marketing account.

Ideas must be submitted to the BOD with all projected costs if the cost total is over 50% of available funds, at which point the BOD will vote on the proposal. **Pam Harwood** will develop the proposal sheet.

e-Newsletter to be sent to membership by **Cindy Lavan** via Yahoo newsgroup. A survey will be attached to the newsletter. Cindy requests that the BOD review the sample and submit comments/suggestions in time for her to send by Thursday 1/25.

Discussion: should MAA join AOBA?

**Cindy Lavan** presented preliminary marketing plan for 2006. The overall goal is to establish the Maine Alpaca Association on a state, regional, and national level, thereby driving traffic and qualified inquiries to the MAA website. This will help to solicit alpaca and fiber sales on a state, regional, and national level as well as create World Wide Web exposure. Cindy's proposal is broken down in State, Regional, and National segments, which could be adopted singularly or collectively.

It was agreed that the website needs to be upgraded, and **Cindy and Tim Lavan** submitted their ideas to upgrade "Resources" and "About Us", as well as to open new sections such as a Photo Gallery, "Members in the News" and Classified Ads.

Discussion – what do we want the Home Page to look like? Color Scheme?

There was a quorum of members of the Marketing Committee present, therefore it was agreed to move forward with this process.

### **Old Business**

Room allowance fee for membership meetings increased to \$300.

### **Next Meeting**

Monday, February 13, 2006 at 11:00 am at Ruby Tuesday's in Topsham

Respectfully submitted,  
Pamela Harwood  
Secretary