



10/31/10

A meeting was held between the BOD members via teleconference on October 31, beginning at approximately 3:03 PM and ending at approximately 5:50 PM. Present: Dawn Brooker, Pam Drew, Pat Houde, Jill McElderry-Maxwell, and Ginny Rebar.

- I. The BOD opened by discussing who is the registered Agent for the organization per the by-laws. According to Pam D., the agent was changed from Al Maloney to herself, but this needs to be changed in the body of the by-laws published on-line. The BOD will check with Claudia Raessler to see if this text (name, address, etc.) needs to remain in the body of the by-laws. The BOD discussed that Agent preferably should not be a BOD member, due to already high demands on the BOD.
- II. Pam D. will be stepping down from the BOD but is willing to remain as Treasurer for MAA if allowable. According to by-laws, the Treasurer is elected, and does not need to be a BOD member. Pam D. is also willing to assist with the bookkeeping for the Treasurer, if that is preferred.
- III. A rereading of the by-laws has revealed that prospective BOD members are required to complete a Conflict of Interest form prior to taking office and then on an annual basis. This has not been accomplished in the past. The BOD does not believe that an extensive document such as that required by AOBA is necessary or appropriate. A simple listing of membership or ownership in alpaca-related organizations and business entities would be sufficient. There is some concern that this may prove a barrier to some volunteers. It was determined that this issue will need to be raised by the new BOD.
- IV. Again according to the MAA by-laws, committees are expected to keep minutes of their meetings and provide a report to the BOD. This has not been done in the past but would be very helpful to the BOD. The BOD will investigate less formal wording and seek to implement this provision.
- V. The MAA booth is still lacking an appropriate photograph. We will need to make the possible commission of an appropriate photo an agenda item at the next meeting. If the group votes to go forward, the photographer that Ricki Waltz collaborated with on her calendar is a possible choice to approach for a bid.

- VI. There was some tentative discussion that the MAA logo needs revision.
- VII. The Fiber Frolic first meeting of the year will be held on November 14. A representative of the Maine Association of Agricultural Fairs will be speaking. The Frolic continues to investigate becoming their own entity.
- VIII. The BOD discussed the difficulty in finding new owners and reaching out to them. Ideas brought up included mentoring by region and increased follow up of the leads through the website. The possibility of tiered membership levels was again suggested.

At the basic membership level, MAA would provide the newsletter, educational speakers at meetings, and discounts at MAA events. It was proposed that a higher level of membership would include voting rights on marketing funds, which would come from the difference in fee between the two tiers.

Retaining existing membership is also a continuing problem. MAA offers marketing opportunities and education, but these do not appear to be sufficient.

- IX. The BOD discussed dwindling attendance at member meetings. Possibilities to increase attendance that were suggested include changing the time of day of the meeting; changing the number of meetings per year (from four to three, eliminating a summer meeting); rotating the location of meetings; and/or setting the schedule further in advance. The possibility of holding votes over the internet (e.g., SurveyMonkey) was broached, as was the idea of using a chat room for informal meeting sessions for networking or education.

These options should be an agenda item for the next member meeting.

- X. The BOD concluded by discussing the need to possibly modify or eliminate some by-law provisions. Claudia Raessler will be contacted for her opinion. This action would require a voting quorum.
- XI. The BOD remains uncertain how to convey the urgency of attending meetings and volunteering to the membership. Without the ability to act on agenda items and a vibrant volunteer community, MAA is unable to meet its full potential and benefit the members as much as possible.