



Board of Directors Meeting  
Monday, February 13, 2006  
1:15 PM

All present: Anita Cooper, Pam Harwood, Cindy Lavan, and Al Maloney.

Minutes of 1/23/06 meeting accepted. They will be posted in the Members Only section of the website.

New Director is **Raini Perry**.

An announcement will be made to the membership via e-newsletter, including the section of the Bylaws which pertains to filling BOD vacancies.

Committee/BOD Liaison changes: **Pam Harwood** is now Liaison for Education Committee and **Raini Perry** is liaison for Fundraising Committee

**Finalized dates for upcoming membership meetings:**

March - Sunday 3/19

June - Sunday 6/18

November -- meeting date pending. Education Committee is working to get Cameron Holt to speak. This would be a 2-day seminar that would be of interest to many farms throughout the region.

**Review of surveys** - approx 20 are already in, with more expected. Good information and many suggestions for the website which will be implemented immediately.

**Recommendations from Marketing Committee to MAA BOD for approval**

- Becoming an AOBA Affiliate.
- State Exposure. Ads in Maine Farmer (with focus on October edition for Open Farm).
- Fiber Frolic Sponsorship.
- NEAOBA News ads in show editions. Will investigate costs and any discounts for a membership by another organization.
- Once AOBA affiliate - utilize leads for initial mailing to NE states and NY state. Brochure mailing with insert relative to latest information whether website, event, show, etc. Continue to mail monthly.
- Sponsorships at shows if within budget and will be addressed case by case.
- When \$ raised specifically, AOBA magazine ad for 1 year contract run - discounted cost of \$825. ¼ page color. Will be an additionally funded project each year.

Website

- Members only contact page to BOD

- Contact page with committee heads, info, etc.
- New html page or search engine based – advertisements for additional exposure and listings - Services of Members: to include – Farm Stores, Agisting, Stud Service, Fiber Processing, Shearing, Consulting, Supplies (will add more categories if needed)

Cost is \$5.00 per listing per year. May list in one or all. Payment to MAA for website advancement.

- Re-do webpages to reflect even feel and look from brochure to webpage. Add new sections already approved. Update calendar listing.

**New Business:**

1. Communication: Members to BOD. New contact form in Members Only section of website will allow members to communicate suggestions/complaints simultaneously to all Directors. This may be done anonymously or there will be spaces to fill contact information.
2. Enhanced Agenda for Meetings: Agenda items will have a brief description to inform membership of what will be discussed at the meeting. We are doing this to encourage membership attendance and participation.
3. Cindy and Dan Mingle have requested an item be added to the agenda for the March Meeting under New Business. They will be asked to submit a brief description of what they wish to have discussed.

**Next Meeting**

Monday, March 6, 2006 at 11:00 am at Ruby Tuesday's in Topsham

Respectfully submitted,  
Pamela Harwood  
Secretary