

2/28/10

Transition meeting was held between outgoing BOD members and new BOD held at Red Robin in Augusta, beginning approximately 3PM and ending approximately 5:30PM. Present: Dawn Brooker, Pam Drew, Pat Houde, Jill McElderry-Maxwell, Raini Perry, and Ginny Rebar. Pam Harwood was unable to attend due to illness.

- I. Double checked that all duties were transferred from outgoing to incoming BOD
  - A. Raini has served as the liaison with the state for past events (Judy Blaisdell: Ag Trades, Statehouse) and will continue to do so
  - B. Pat will continue to reserve space for quarterly members meetings
  - C. The need for a Fiber Frolic liaison was discussed
- II. PamH has agreed to continue overseeing publication of the newsletter, with a goal of producing a new issue quarterly. The BOD wants the membership to realize that the newsletter is a continuing means of communication with the new leads.
- III. Meeting dates for the year are in the process of being determined; there is ongoing discussion of possibly changing the renewal date to June
- IV. Steffi McKeith has expressed interest in spearheading the update of the MAA booth before Ag Day at the Statehouse in March, and will be approached by the BOD
- V. The SurveyMonkey results were reviewed. Member response to the survey as a means of communication was positive; additional surveys will be forthcoming in an effort to enfranchise those members who cannot easily attend meetings
  - A. 29 members responded to the survey
  - B. MAA members overwhelmingly support a manned booth at NELE (78.6%); about half support the idea of educational activities organized by MAA. Few support the idea of a pen sale/auction at this time.
  - C. The BOD has asked Don Scipione to continue leading the organization of MAA's activities in NELE this year, within the guidelines established by the survey
  - D. The BOD recognizes and supports individual breeders who may wish to participate to a greater degree than that formally agreed to by MAA as a group
- VI. Contact list for people not connected to the Yahoo list was discussed briefly, how this will be utilized in the future remains on the table
- VII. The new Website subcommittee of the Marketing committee will need several motivated people to begin collecting data. Jill is board liaison and will contact those people who indicated interest at the last members meeting
- VIII. Volunteers
  - A. The missing list from the previous members meeting was found and interested individuals

will be contacted

- B. Marcia MacDonald and Karen Woods will work on the Fundraising committee
- C. Revitalization of the MAA volunteer base is being discussed and is an ongoing priority for the BOD

IX. The following list of MAA Membership Benefits was developed and will be added to the website:

- A. farm listing on web site directory
- B. educational opportunities
  - a. complimentary guest speaker or open forum at quarterly meetings
  - b. annual seminar at a nominal registration fee for MAA members
- C. web site leads passed on at no charge
- D. MAA Maine Veterinary Camelid Continuing Education Fund sponsors Maine veterinary education
- E. support and networking thru the Yahoo group
- F. networking at meetings
- G. newsletter
- H. availability of the membership list as a database file
- I. MAA is more effective as a group at the state level promoting pro-alpaca legislation
- J. MAA does broad (delete: more general) marketing as a group by participating in:

- 1. Maine Ag Trade Show
- 2. New England Livestock Expo (NELE)
- 3. The Fiber Frolic
- 4. Ag Day at the Statehouse
- 5. Maine Open Farm Campaign

In all cases, PR campaigns drive traffic to MAA web site and then to member web sites. Stats are available to monitor and evaluate various PR campaign effectiveness

- X. The Yahoo! group guidelines for use were discussed with the intent to foster greater use of the group. The BOD would like to solicit input from the members regarding what they feel is appropriate versus inappropriate use. A new survey for member feedback will be worked up soon.
- XI. The BOD discussed the current broadness of the organization's scope as laid out in the articles of incorporation. It was decided that we as a group need to hone our focus and decide on goals for MAA, so that we can measure our success in achieving them. Craig W. had volunteered to assist in this area at the last members meeting, and he will be asked to work up questions for the membership for another future survey.
- XII. The BOD will investigate the cost of upgrading SurveyMonkey membership to enable statistics to be easily reproduced for sharing with the membership