



Board of Directors Meeting
Monday, February 9, 2009
4:00PM

All present: Raini Perry, Pat Houde, Ricki Waltz, Pam Drew, Pam Harwood

President **Raini Perry** called the meeting to order at 4:00 and welcomed the new Board members.

Secretary's Report: No report. We will need to obtain the last BOD minutes from Amy Grant. Ricki will get them out to the board when they are received.

Treasurer's Report: Membership is at 44 plus 5 board members. Our budget was set on having 70 members. Membership reminder sent out to the yahoo group and then Pam D followed up with a personal email.

Total cash balance as of 2/9/2009: \$18,249.97

- Vet Fund \$6703.24
- Marketing \$ 5978.14
- Education \$4302.56
- Operating/Discretionary \$1266.03

Committee Reports

Education: No report

Fundraising: The Board discussed the fashion show presentation by Jamie Koo at the last membership meeting. There were a number of members who volunteered to explore the fashion show. It is uncertain whether a fashion show will result in a fundraising event. There has been further discussion since the BOD meeting and it was felt that the Fashion show group should get together and move ahead on that topic. It may or may not be a fundraising event. Pam Harwood has been asked to be the BOD Liason to the Fashion show committee.

Marcia MacDonald will continue to chair the Fundraising committee and Pam Drew will be the BOD Liason to this group. They will continue to recruit some Fundraising volunteers and come up with some other ideas for fundraising.

Marketing: No report

Old Business

2009 Budget

Budget is based on 70 members and is currently at 44

Fashion Show

Needs further discussion, see fundraising notes above.

Leads program

When someone signs up on the website to receive a newsletter, the current issue is sent out to them. These leads are then sent out to current members as they come in. It was discussed that any press releases need to include the website address.

Newsletter Process

Pam H. is currently working on the February Newsletter. The Newsletter is posted to the Maine Yahoo group and posted to the website rather than to individual emails. February newsletter will be posted February 18th.

AG Day at the Statehouse

Invitation received, Wednesday, March 18, 2009 from 8a-2p- this day is to benefit the legislators and any other visitors to the event. We are encouraged to have food sampling, still unsure of items to have. Baked goods vs candy. We will need approximately 500 items. We will need two more people to be there with Raini. Raini will put out the request and if she gets more than two volunteers, she will draw names out of a hat. If we do baked goods, we will make requests in advance and will need them by tuesday the 17th unless they can be brought to the statehouse on wednesday morning. Raini will price out candy.

New Business

MAA Booth Updating

Need a new map, there was a good example at the AG show by the sheep group using a foam type board and each farm is given a number placed on the map with a listing on the side of the farms with their logo. Around it can be placed what alpacas are used for. May be able to involve kids to help. Will need to decide who will do this. Thanks go out to Jeff Erickson for the previous map.

Maine Fiber Arts Ad

Ricki made a motion to place an ad on the tourmap and Pam D seconded. All voted in agreement. Raini placed the ad. Cost \$185.00 It will have our name, website and the Discover Maine, Discover Alpacas

NPR advertising

Terry Callery made a suggestion via the Maine yahoo group about running a series of ads on NPR. Further discussion about a whole PR campaign going on with hear it, see it, get it, possibly leading up to the National Alpaca Days. It was decided to send it to the marketing committee for further research. Pam H as the liason will take it back to marketing.

Marketplace ads on the website

Pam D will contact the people that currently are running ads to see if they want to continue. If they do they will be billed \$20 for members and \$65 for non members.

Billing for Marketplace ads

Pam D will bill, monitor and follow the marketplace ad. Pam H. receives marketplace ads then sends them on to Al Maloney to place on the website. Pam D. and Pam H. work together on this.

Website Hits

Discussion concerning web stats not just a web counter of hits. Ricki will talk to Al

Maloney about this and see if we can get them or what it would cost to set it up. This will be very valuable information as we do more marketing.

Membership

Discussion about listing benefits, Raini has not heard from the businesses about offering discounts to members. She will continue to work on this. Also discussed is what we do with a new member and Pam D and Jill followup with new members.

What MAA does with Non renewals

A followup email is sent out requesting they renew. Non renewals will be removed from Yahoo group as well as off the website. It was decided that we would continue to send them newsletters to keep them in the loop and interest them in renewing their membership.

Yahoo Group Maintenance

Pam D and Jill work together to maintain this.

Membership Drive

Tabled until the next meeting

Meeting announcements via yahoo

BOD meetings need to be announced to the membership so that members can either come if they choose or have an item discussed. It was decided that the BOD meeting dates will be posted to the Yahoo group with the comment subject to change. Members will be told to contact a board member to confirm meeting date, place and time.

Insurance Upgrade and Renewal

We have an application, board members gave permission for Pam D to provide MAA financials. This insurance will cover us at events and a quote will be given as to the cost of providing directors/officers insurance. Pam D and Raini will complete this process and bring back the information to the BOD when received.

BOD Liasons

Marketing: Pam H Website: Ricki

Education : Pat H

Fundraising: Pam D

Frolic: Raini

Calendar events: much discussion about what to post, will need further review. Ricki will touch base with Ursula. At this point we will post shows, general farm days, Fiber Frolic, Sheep and wool fesitvals.

Email/ voting via email

It was decided that anything that is decided via email will be followed up on at the next BOD meeting.

For next meeting:

Anything from the December Minutes that needs to be followed up on.

New England Livestock Expo 3rd weekend in May

Encouraging participation in the Llamalympics with alpacas

Membership drive

Membership – pro rated issue

Next BOD Meeting:
Tuesday, March 10, 2009 4pm Friendly's in Freeport

Respectfully submitted by

Ricki Waltz,
Secretary