



Board of Directors Meeting
Tuesday, March 10, 2009
4:00PM

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

President **Raini Perry** called the meeting to order at 4:20pm

Secretary's Report: Motion by Pam Harwood and seconded by Pat Houde to accept the minutes for 12/2/2008 and 2/9/2008 with amendments.

Treasurer's Report: Membership is at 60 Our budget was set on having 70 members. The Membership reminder that was sent out to the yahoo group and then Pam D followed up with a personal email helped with getting membership dues in.

Total cash balance as of 3/10/2009: \$18,822.12

- Vet Fund \$6,703.24
- Marketing \$6,345.64
- Education \$4,441.31
- Operating/Discretionary \$1,331.93

Expenses from the Ag Show, meetings, annual report to State and website work.

Motion by Ricki Waltz to accept Treasurer's report and seconded by Pam Harwood

Committee Reports

Education: Nicole Maillot DVM will be our guest speaker at the next MAA membership meeting and this has been posted to the website.

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. Pam H agreed to be the BOD Liason and the Fashion show will be an ad hoc 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: Next meeting, Tuesday, March 17th, Three RFP's have been sent out to Marketing

Promotion firms stating what MAA's needs are and requesting proposals including costs. Marketing committee consists of Cindy Lavan, Nicole Carter, Ginnie Rebar, Stephe McKeef and Pam Harwood. This group has been working very hard and appreciate the volunteers.

Old Business

Fashion Show

See Fundraising notes above. It was decided that we should not combine the two and the Fashion Show will be an Adhoc committee with Pam Harwood as the BOD Liason.

Yahoo Group Guidelines

The group felt we should keep it simple. Might be helpful to post a monthly reminder to members what the guidelines are. We want the membership to use the group. Current board feels we should ask the current membership to vote on modifying the rules to Yahoo Group guidelines to allow posting of events and promote the use of the site.

AG Day at the Statehouse

Date for the AG Day was changed to March 31 from 8a-1pm because legislators would not be in session on March 18th. Baked goods will be available and Raini has sent out the request to member. We will need approximately 500 items. Candy was very expensive. Raini has enough volunteers for the day. Members will need to get baked goods to Raini, if freezing them, will need to make sure that they are packaged appropriately if brought to the March 21st meeting. Otherwise other arrangements should be made. Promotional items will be the magnets that Raini will purchase.

Volunteer Incentives.

Use web based activities as an incentive to volunteer for MAA events. A one month banner ad on the MAA website will be provided to our volunteers once they have served. For Trade Show, AG Day, Fairs- MAA Booth. Committee members will receive two months of banner ads after serving on a committee for one year. Committee Chairs will track their own volunteers. Motion was made by Raini Perry- To offer volunteer incentives of 1 month banner ad upon completion of volunteer commitment and 2 month banner ad for serving one year on a committee. Seconded by Ricki Waltz- All in favor. Placed on the membership meeting agenda for March 21st to announce this effective January 1, 2009.

Membership

Raini shared that the Maine Farm Bureau will have information on a Membership drive in May and the board felt it might have some helpful ideas for proceeding with an event. Raini will attend and then bring back ideas for discussion.

Membership dues- prorated dues are for new members only when they sign up during the year. All members dues are \$75 due by January 1. A new member is someone who a) has never been a member or b) has not been a member in the previous 3 years. Ricki will redo the membership to reflect this and have AI post to the website.

New Business

Website Updates/Stats

Ricki contacted AI and stats are available. AI felt that moving the website to the new server would provide better stats so the board agreed to have the work done and the website is now on the new server. Having the stats available will allow us to measure marketing efforts as we do them. It

was also commented that the members page comes up without the current Board of Directors and Ricki will ask AI to change that so they are visible on the member page.

New England Livestock Expo- March 15-17

Busy time of the year for alpaca people with shearing going on. Raini will call and see about an unmanned booth for MAA with materials. It may also be possible to get some of the alpaca people who will be there to assist us with this.

Alpacas @ Fiber Frolic- getting more participation

Newsletter highlighted the Llama lymics at the fiber frolic. March 21st membership meeting, agenda item to discuss Pen Sale at the frolic as well as asking the membership what would entice them to participate in the fiber frolic.

Nominating committee

Need to create it. Put it in the newsletter, announcement at the membership meeting each time and plan to have one appointed by the September meeting. Raini will work on a job description, responsibilities.

Calendar events: Ricki will follow up with Ursula about how events calendar works from her perspective and if she receives requests. It was felt that Education events, National Alpaca Days, Shows and Maine open Farm Day, Fiber Frolic should be posted.

For next meeting:

Non profit status 501 3 6

Next membership meeting- March 21, 2009 at the Great Wall in Augusta

Next BOD Meeting:

Tuesday, May 19th 4pm Friendly's in Freeport

Meeting adjourned at 6:30pm

Respectfully submitted by

Ricki Waltz,
Secretary