



Maine Alpaca Association
Board of Directors Meeting
April 14th, 2011

A BOD meeting was held at Jeannine Anderson's residence, beginning at approximately 10:15 AM and ending at 1:30. Present: Jeannine Anderson, Jennifer Caldwell-Jeans, Robin Fowler, Jill McElderry-Maxwell and Ginny Rebar.

- I. Meeting opened with a review of the agenda and group norms.
- II. The BOD determined dates for general membership meetings as well as BOD meetings, as follows:

Membership Meetings

June 11 (Saturday), general membership meeting to "kick off" major goal areas with time devoted to presentations on "what to do with all that fiber". We will need to solicit membership to volunteer to present.

September 18 (Sunday), general membership meeting to brainstorm goals for 2012 and recap 2011 successes, provide time for learning from member expertise

Locations to be determined soon.

BOD Meetings

May 22 (Sunday), meet at NELE event from 11-1

August 21 (Sunday), meet in Unity from 11-2

- III. The following updates were shared:
 - a) Claudia Raessler will begin working on the by-laws final draft beginning in May
 - b) fiber collection for a Maine-branded blanket project will begin at the Fiber Frolic
 - c) Bob Weintraub is proposing to host a lobster fest at his farm in July; MAA will serve as a conduit to contact members
 - d) Bob Weintraub is also investigating the possibility of hosting an IAO show at his farm, MAA will continue to stay apprised and will again serve as a conduit to the membership
 - e) MAA membership is at 55 as of 4/14/11

- IV. The major areas of focus for MAA were reviewed, and BOD members selected as liaisons. A need for additional BOD members was determined. **New BOD members may be invited to serve a single year term at the discretion of the existing BOD; at the end of this term, they may be voted in for an additional term.**

The focus areas are:

- a) Website Redesign – Jill McElderry-Maxwell
- b) Fleece and Fiber Opportunities – Jeannine Anderson
- c) Marketing Outreach and Branding – **needs additional BOD member**
- d) Learning and Educational Opportunities – Ginny Rebar
- e) Association Growth and Communication – Jennifer Caldwell-Jeans

An email will go out to all membership outlining each of the areas of focus along with the goals under each area. Membership will be asked to express their interest serving as a chair person or group member for any of the focus areas. As soon as the BOD liaison for each focus area collects enough volunteers the groups will begin their work.

- V. It was discussed that we will encourage membership to attend the many livestock and fiber events held throughout the year. This is a significant part of growing the alpaca industry through education and hands on experiences.

Meeting was adjourned and Jeannine took us for a lovely walk to see the beautiful bay only minutes from her home. Thank you Jeannine for being such a wonderful hostess!