



Membership Meeting
Saturday, January 23, 2010
Great Wall Restaurant- Augusta Maine
11:30am

Present: Raini Perry, Pam Drew, Pam Harwood, Pat Houde, Dawn Brooker, Morelia Candia, Abby Fitzgerald, Sam and Pam Flick, Lisa Houde, Paula Ickeringill, Jill McElderry-Maxwell, Ginny Rebar, Don Scipione, Brian Toomey, Craig and Jan Wanggaard, Tamilyn & Robert Wayboer, and Karen Woods.

President Raini Perry called the meeting to order at 12:30pm after a buffet lunch.

Secretary's Report

a motion was made to accept the report as posted with a 2nd - passed

Treasurer Report given by Pam Drew

a review of 2009 report was given, and a report as of 1/22/10 was given. Current fund balances are Vet Education Fund \$7,159.05, Marketing Fund \$2,100.86, Education Fund \$3,884.92, Operating Fund \$1,217.06, Total of all funds \$14,361.89. More renewals are yet to come in. It was cited that the most activity comes from our marketing. There was a motion to accept the reports as given with a 2nd - passed.

Committees: reports were reviewed, motions made with a 2nd - passed

Marketing - Nicole Carter is stepping down as chair after two years of volunteerism. Other members include Cindy Lavan, Steffi McKeith and Ginny Rebar.

Fundraising - No activity to report. We need volunteers to assist Marcia MacDonald. If anyone is interested, please notify a BOD member.

Fiber Frolic - The event continually grows from year to year in visitors and gate income. Volunteer participation in a variety of capacities are appreciated. More volunteers serving on committees and exhibiting animals will be needed as this event grows. Planning for 2010 is underway. Members should please contact Raini Perry or Al/Nancy Williams to forward suggestions or offer an extra hand to help out.

Education - Dawn Brooker reviewed the 2009 speakers and the education seminar that 38 people registered for.

Membership - Jill McElderry-Maxwell got new members set up on the Yahoo group and introduced them to the MAA website members' only section. This year she would like to coordinate a membership drive. This would include contacting those with a lapsed membership, those who have never been a MAA member and finalizing a welcome packet for new members. Please contact Jill M. if you would like to volunteer in her worthy efforts.

Old Business: Reports were given and 2nd - Passed

Website Stats - Pam Drew is still looking for someone to help interpret the stats. This is a good way to see if our marketing efforts are working. There is a bump in the charts activity when we have an event. 60 leads were generated from the website in 2009.

2009 Events - MAA had a booth at the Windsor Fair, Fiber Frolic, NELE and Ag Day at the State House.

New Business: Discussed, motions made with a 2nd - Passed

Volunteer Needs & Request - All committees are in need of volunteers this year. It was suggested the use of free conferencing at freeconferencecall.com as an option to make meetings easier when distance of volunteers is an obstacle for get-togethers. Please contact a board member for committee details and to add your name to its listing. All committee members will receive a free banner ad for one month on the MAA website.

MAA Vision - education / marketing: We are asking members to let us know what you want our association to focus on. Those in attendance want MAA to update its website. Suggestions for an events section to list fairs & farmers' markets were made. Also a request for keeping the snap shots of Maine up to date. MAA is looking into how to become more visible with suggestions to possibly being listed on Alpaca Nation/Alpaca Street, etc. We are looking to establish a new Website committee. Again, volunteers can contact a BOD member to be put on the listing.

NELE(New England Livestock Expo.)- May 21 -23 2010 location, Windsor Fair grounds. Cindy Kilgore has asked MAA if they would like to participate more this year (2009 we had an unmanned booth). There have been suggestions of educational speakers, a show, a shearing station, a pen sale and performance class. Don Scipione volunteered to investigate further for MAA. We would like to support Cindy Kilgore with a minimum of a booth.

2010 Events w/MAA represented:

Ag Trades Show - 1/12 - 14

Ag Day at the State House - March 2010 Looking for food (cookies) donations again.

NELE -5/21 -23

Maine Fiber Frolic - 6/5 - 6

Maine Fairs: We are always looking for more of a presence for MAA state wide, if you are attending a Maine fair, please let us know so

we can list it. A motion was made to have a MAA ad placed in the Beef

Livestock Expo booklet which was not 2nd - defeated. Advertising in other Fair booklets was discussed and it was decided to have the marketing committee look into where our best interests and money should be spent with a motion made, a 2nd – passed. Windsor Fair – August; Fryeburg Fair – October.

Patricia Houde discussed a new fund raising idea she put together with an outline to be presented to the Fundraising Committee for review, discussion and research. Volunteers will be needed to work on this project for a Fleece, Fiber & Textile Show.

Departing BOD Members - President, Raini Perry & Vice-president Pam Harwood. Raini presented Pam with a plaque for her years of service. A big thanks goes out to both Raini and Pam.

Election of New Directors – A quorum of members were in attendance for the annual election (28 renewals had been received prior to the meeting, and six more received at the meeting – totaling 34 members). The nominees were Ginny Rebar (two year term), Dawn Brooker (1 year term) and Jill McElderry-Maxwell (2 year term). There were no write-ins. The new incoming BOD members are Ginny Rebar (15 votes), Dawn Brooker (15 votes) and Jill McElderry-Maxwell (15 votes). Thank you to our new BOD members.

Meeting adjourned 2:45pm

Lisa Houde, Secretary Pro-tem



Treasurer's Report
12/31/09

1. Current Cash Balance

<u>Cash Accounts</u>	<u>Current Bal</u>	<u>Remarks</u>
Vet Ed Fund	\$7,159.05	70 members at 12/31/08
Marketing	\$1,642.07	
Education	\$3,453.67	
Operating/Discretionary Funds	\$785.81	\$ 4,406.25 2009 Membership To Date
Current Total Cash Balance	\$ 13,040.60	\$ (0.00) 65 members at 12/31/09

2. Current Year Operations

	<u>2009 Budget</u>	<u>Actual</u>	<u>Remarks</u>
Income			
Membership Dues	5,250.00	4,406.25	
Meetings, Member payments	300.00	315.00	membership meetings
Misc			
Interest	20.00	17.10	
	5,570.00	4,738.35	
Current Year Expenses			
Fees & Memberships			
Insurance, Fiber Frolic	(250.00)	(250.00)	
Meeting Fees	(1,000.00)	(1,067.25)	member meetings; BOD meetings
Misc	(100.00)	(10.27)	box of envelopes
Printing and Postage	(15.00)	(8.80)	stamps
State Fees	(35.00)	(50.00)	Annual Report
Web Hosting (moved to Marketing Fund)	(1,200.00)	-	
Web Site Work (moved to Marketing Fund)			
<u>Allocations from Dues</u>			
Marketing (50% of Dues)	(2,625.00)	(2,203.13)	
Education (25% of Dues)	(1,312.50)	(1,101.56)	
Current Year Profit /(Loss)	(967.50)	47.34	

3. ACTIVITY - MARKETING & EDUCATION

MARKETING

Beginning Balance	5,422.99		
2009 Allocation from Dues (50%)	2,203.13		
	7,626.12		
Income	130.00	Marketplace income	
Expenses	(692.00)	Website work & hosting	
Expenses	(185.00)	Maine Fiberarts ad on Tour Map	
Expenses	(209.99)	Digital Frame	
Expenses	(50.00)	NELE (New England Livestock Expo) registration	
Expenses	(103.85)	MAA magnets	
Expenses	(178.20)	postage mailing brochures&magnets to PR participants	
Expenses	(1,123.50)	1,000 brochures	
Expenses	(1,222.73)	brochures	
Expenses	(617.35)	socks for 2009 Ag Trades Show	74.22 net Trade sh
Expenses	(83.31)	supplies for 2009 Ag Trades Show(candy,tape,brochureholder,ext.corc	
Income	774.88	sock sales at 2009 Ag Trade Show less credit card fees	
Expenses	(4,000.00)	The SOAP Group-2009 PR campaign	
Income	1,800.00	2009 PR campaign contributions	(2,200.00) net 2009 PR
Expenses	(223.00)	2010 ME Ag Trade Show registration	
Ending Balance	<u>1,642.07</u>		

EDUCATION

Beginning Balance	3,515.06		
2009 Allocation from Dues (25%)	1,101.56		
	4,616.62		
Expenses	(105.00)	Becky Smith-Llama Learning lectures 2005 & 2007	
Expenses	(100.00)	Nicole Mailhot, DVM, speaker 3/21/09	
Expenses	(1,091.01)	Nov2009 seminar-meeting room & meals	
Expenses	(761.82)	Nov2009 seminar-speaker fees	
	(5.12)	Nov2009 seminar-nametags	
Income	900.00	Nov2009 seminar registrations	(957.95) net Nov2009
Ending Balance	<u>3,453.67</u>		

VET FUND

Beginning Balance	6,703.24	
Expenses	(79.19)	mailing Evans manuals
Income	535.00	sale of books
Ending Balance	<u>7,159.05</u>	



Treasurer's Report
1/22/10

1. Current Cash Balance

<u>Cash Accounts</u>	<u>Current Bal</u>		<u>Remarks</u>
Vet Ed Fund	\$7,159.05		70 members at 12/31/08
Marketing	\$2,100.86		65 members at 12/31/09
Education	\$3,884.92		
Operating/Discretionary Funds	\$1,217.06	\$ 1,725.00	2010 Membership To Date
Current Total Cash Balance	\$ 14,361.89		28 Members paid to date

2. Current Year Operations

	<u>2010 Budget</u>	<u>Actual</u>	<u>Remarks</u>
Income			
Membership Dues	4,875.00	1,725.00	
Meetings, Member payments	315.00	-	
Misc			
Interest	15.00	-	
	<u>5,205.00</u>	<u>1,725.00</u>	
Current Year Expenses			
Fees & Memberships			
Insurance, Fiber Frolic	(250.00)	-	
Meeting Fees	(1,000.00)	-	member meetings; BOD meetings
Misc	(100.00)	-	
Printing and Postage	(15.00)	-	
State Fees	(50.00)	-	Annual Report
<u>Allocations from Dues</u>			
Marketing (50% of Dues)	(2,437.50)	(862.50)	
Education (25% of Dues)	(1,218.75)	(431.25)	
Current Year Profit /(Loss)	<u>133.75</u>	<u>431.25</u>	

3. ACTIVITY - MARKETING & EDUCATION

MARKETING

	Beginning Balance	1,642.07	
	2010 Allocation from Dues (50%)	862.50	
		<u>2,504.57</u>	
	Income	65.00	Marketplace income
budget \$750-\$1,000 for website hosting & website work	Expenses	(22.00)	website work & hosting
	Expenses	(446.71)	socks for 2010 Ag Trades show
	Expenses		
	Expenses		
	Expenses		
	Expenses		
	Expenses		
	Expenses		
	Expenses		
	Ending Balance	<u>2,100.86</u>	

EDUCATION

	Beginning Balance	3,453.67
	2010 Allocation from Dues (25%)	431.25
		<u>3,884.92</u>
	Expenses	
	Expenses	
	Ending Balance	<u>3,884.92</u>

VET FUND

	Beginning Balance	7,159.05
	Expenses	
	Expenses	
	Ending Balance	<u>7,159.05</u>