



Membership Meeting
Saturday, March 21, 2009
Great Wall Restaurant- Augusta Maine
11:30am

Present: Raini Perry, Ricki Waltz, Pam Drew, Pam Harwood, Morelia Candia, Karen Woods, Alan & Linda Russo, Alton & Carolyn Johnson, Bruce Weymouth, Patricia Perry, Sally Groene, Nicole Carter, Don Scipione, Craig & Jan Wanggaard, Peter & Theresa Morin, Paula Ickeringill, Abby Fitzgerald, Dawn Brooker, Mike & Darlene Reardon, Kathy Belisle, Claudia & Ken Raessler- Guests: Cindy Kilgore, Dept of Ag, Nancy Williams, Fiber Frolic Chair

President **Raini Perry** called the meeting to order at 12:40 pm after lunch buffet

Secretary's Report: Motion by Bruce Weymouth and seconded by Craig Wanggaard to accept the minutes from the last membership meeting as posted on the website. Motion unanimous.

Treasurer's Report: Membership is at 61 Our budget was set on having 70 members. Down 9 members from last year.

Total cash balance as of 3/20/2009: \$18,858.98

- Vet Fund \$6,624.05
- Marketing \$6,502.02
- Education \$4460.06
- Operating/Discretionary \$1272.85

Discussion: Request to see if the Maine Fiber Arts link could be added MAA's website under resources. Raini will check on this.

Motion by Craig Wanggaard to accept Treasurer's report and seconded by Bruce Weymouth. Motion Unanimous

Committee Reports

Web: Ricki Waltz Website has been moved to new server so that the membership can receive better stats of how the web page is being utilized and will help with seeing how our marketing efforts are doing when we send people to the website through advertising.

Marketing: Nicole Carter gave a handout on the committees work and discussed recent proposals from public relations firms bids were from \$15-19,000 and discussion led to a request to rebid. Videos were discussed- cost given by firms were \$9000, marketing committee is looking at other ways to do this at less cost to the association. Would also like to start a news archive.

Website – received a proposal of \$8500, we don't need a new website- would like press releases and articles on the website need updating- membership content needs refreshing. Considering a charge of \$50 for each farm to participate in Open Farm Weekend advertising. National Alpaca Days are September 26 & 27 2009.

Nicole had an opportunity from the Greater Portland Council of Government which she will post to the Yahoo group. It will be held on March 27.

Website webmaster is Al Maloney. Farm Finder needs updating of information and farm logos. Please forward this information to Pam Drew. Comment from member, nice to see the marketing committee active.

Fiber Frolic: Nancy Williams- 68 vendors/ exhibitors so far. Encouraging alpacas to be there. 4 sponsors and 20 ad spaces taken. Advertising information on the Fiber Frolic is on their website. April 1 is the deadline for advertising. Considering a featured species section in the frolic booklet. Encouraged alpaca owners to participate in Lamalympics. Please volunteer. Need 70 people for the weekend, Christy Hemmingway is chairing the volunteers again this year.

Fundraising / Fashion Show: Pam Drew informed the membership that the Fashion Show will be an adhoc committee to look at the feasibility of having a fashion show, may or may not be a fundraising opportunity. Pam Harwood will be the liason to the BOD on this. Fundraising needs ideas, please send your ideas to Pam Drew or Marcia MacDonald- maybe when we have some ideas, we will get some volunteers. Afghan is not in the works at the moment. Hasn't been as successful in fundraising the past couple of years.

Education: Dawn Brooker- pointed out that North American Show has lots of great educational opportunities. Brett Kasen on EPD's, Trait selection- excellent speaker in the livestock industry. Tomorrow- March 22nd- Llama Association educational event with Dr. Anne Lichtenwaler on Male reproduction in camelids. Encouraged membership to go if possible.

Annual seminar- discussed the possibility of having it during the Maine Ag Show- membership agreed it was worth investigating but might be hard for membership to make it during the week.

Nominating: Raini Perry announced that MAA will form a committee by the September MAA meeting so they will have ample time to get a slate of officers together.

Old Business

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. . Raini has enough volunteers for the day. Members will need to get baked goods to Raini Sunday or Monday.

Northeast Livestock Expo: guest Cindy Kilgore spoke from the Dept of AG and left us some handouts and posters for the event. It will be May 15-17 at the Windsor Fairgrounds. There will be a fiber arts area. MAA will have an unmanned booth with information. 2000-3000 go to this event.

website: www.northeastlivestockexpo.org

She pointed out another marketing venue is the Beef Expo at the Fryeburg Fairground on April 25th. Vendors at no charge, just asking for a small donation. Contact Cindy Kilgore at 215-4968 or cindy.kilgore@maine.gov for more information

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. The banner ads need to be used within a 12 month period. Fiber Frolic is not included because they have their own volunteer incentives. The incentives are retroactive to January 1, 2009.

New Business

Yahoo group: Member decision/ member vote- the board does not want to police the site. We want it to be membership driven and we want to encourage using it. Claudia R. volunteered to take a crack at establishing some guidelines for the yahoo group and bring it back to the membership for discussion and a vote. If members want to market, then the MAA website has classified ads section that can be used. A motion to establish a Maine marketing alpaca yahoo group was made and seconded by Patricia Perry. 9 approved and 3 opposed. We will need someone to volunteer to be the moderator. Ricki W. Made a motion to table this discussion until Claudia comes back with some guidelines to review. Raini P seconded. All in favor.

Legislative Bill that could affect farmers and agriculture- will be posted to MAA yahoo group so if people want to respond- they can. Nicole Carter will post.

Pen Sale at the Fiber Frolic: MAA can have one. It will need to be Membership driven. Please let us know if you would like to participate in planning this event. We have a short period of time if we want to do it this year.

Claudia shared that a new Fiber operation in Union/ Waldoboro area is open for scouring on a small lot basis.

Raini P. Adjourned the meeting at 2:08pm

Speaker: Nicole Maillot, DVM for the educational portion of our meeting.

Next meeting : Saturday , June 6, 2009 at the close of the fiber frolic.

Respectfully submitted by

Ricki Waltz,
Secretary