

MAA Member's Meeting 10/04/09

Present: Raini Perry, Pat Houde, Pam Harwood, Pam Drew, Pam and Dick LaHaye, Lisa Houde, Alan and Linda Russo, Abby Fitzgerald, Don Scipione, Diane Townsend, Alton and Carolyn Johnson, Jan Wanggaard, Dawn Brooker, Mike and Darlene Reardon, Frank and Geri Gabriel, Karen Woods, Red Laliberte, Pam Flick, Ginny Rebar, Ken and Claudia Raessler, and Ursula Munro.

1:53 meeting called to order - Pam Harwood

Welcome to new members: Pam Flick, Pam Lahay and Ginny Rebar

Secretary's report: motion to accept, second by Jan Wanggaard - passed

Treasurer's report: Discussion of funds and expenses made by Pam Drew. We currently have 64 members '08 we had 70). Motion to accept, second by Ken Reasseler - Passed
Claudia Reasseler discussed the future of AOBA. Strategic objectives including fiber, sales/marketing, husbandry practices, business/finances, new show rules including conflicts of interest and a grievance committee. Claudia encouraged members to contact her with questions, concerns and ideas for making AOBA better.

Education Committee: Dawn Brooker detailed the annual seminar and read the speaker's bio's. It will take place on Nov. 21st in Augusta. Sign up sheet will be sent out to the yahoo group and be placed on the MAA web site.

Web site: Pam Harwood discussed the leads program. Since the first of the year we have had 33 total leads, 22 new and 11 asking not to be contacted by members.

Fiber Frolic: Raini reported that there were over 2,000 paying attendees. This is the highest gate ever. Frolic profit for 2009 was \$4,800, and the account balance is \$17,000. Frolic 2010 will be June 5 and 6, and 2010 will be the 10th anniversary.

Membership: No report

Marketing: Nicole Carter will be stepping down as chair. Looking for fund raising ideas to replace marketing dollars. Also looking for new member volunteers.

Old Business -

Open Farm Day: Members felt that open farm events are old news and not a novelty that brings the public out anymore. There was a discussion about the differences between a PR campaign and paid advertising. The marketing committee had a smaller budget to work with this year. There was a discussion on how we might make changes to the PR for next year by beginning a campaign no later than June 1st, having a clear message by differentiating MAA members from other alpaca farms with a focus on livestock and fiber. There was discussion about what weekend to hold this event due to the conflict of

other fairs but it was concluded we should keep the same weekend as the National event.

New Business-

Fiber Frolic: Raini Perry began a discussion about the need for more volunteers. Terry Callery suggested a pen sale at the fair last year. A discussion ensued with the conclusion that it was not the venue for that type of sale. There was a motion for a vote, no second - not accepted

Web site: The web site is being hosted by a new server that has better statistics. Pam Drew passed around sheets showing the stats. The average hits per month were 5,000 plus with the exception for September which jumped to over 11,000. She concluded it was attributed to the PR campaign. We now have the ability to track events and PR to see how it helps (or doesn't help) MAA as a whole.

Meeting location -

Raini Perry asked members if they wanted to continue holding the membership meetings at the Great Wall Buffet or change locations. Raini spoke about possibly holding the meetings at the Maine Farm Bureau conference room which would be free with a yearly membership (food is not available). A motion was made to keep the meetings at the Great Wall Buffet, there was a second - passed.

January 2010 meeting date - Annual meeting date was set for Saturday, January 23, 2010. Board elections will be held at the meeting. The March meeting date was set for Saturday, March 27, 2010.

Ag Trade Show - Raini Perry will co-ordinate volunteer schedule - Jan. 12 -14th. All seminars will take place on the same day. The socks were a good seller in the past and will be sold again this year. Sign up must be done by mid November. Raini would like to have a discussion via the yahoo group about workshop ideas and volunteers.

2010 Maine Fairs - Raini Perry discussed the need for a better presence of alpacas at the Windsor fair and many other fairs throughout Maine. Many fairs offer free educational displays allowing for small amounts of products to be sold. It was stated some fairs will pay the farmer to attend.

New BOD member - Ricki Waltz stepped down as secretary and this seat needs to be filled. Any one interested please contact the BOD.

Nominating Committee - MAA is looking for members to fill this committee. There are 2 seats on the BOD open for next year. Anyone interested in running please contact Pat Perry or any BOD member.

BOD meetings - It is being discussed for the BOD members to be able to use gotomeeting.com for holding meetings when distance is a concern.

Meeting adjourned - 3:38 p.m.

Patricia & Lisa Houde



Treasurer's Report

9/28/09

1. Current Cash Balance

<u>Cash Accounts</u>			<u>Remarks</u>
Vet Ed Fund	\$6,822.55		70 members at 12/31/08
Marketing	\$5,259.37		
Education	\$4,406.94		
Operating/Discretionary Funds	\$1,060.12	4,387.50	2009 Membership To Date
Current Total Cash Balance	\$ 17,548.98		64 Members paid to date

2. Current Year Operations

	<u>2009 Budget</u>	<u>Actual</u>	<u>Remarks</u>
Income			
Membership Dues	5,250.00	4,387.50	
Meetings, Member payments	300.00	205.00	01/24 & 3/21/09 meetings
Misc			
Interest	20.00	12.01	
	<u>5,570.00</u>	<u>4,604.51</u>	
Current Year Expenses			
Fees & Memberships			
Insurance, Fiber Frolic	(250.00)	(250.00)	
Meeting Fees	(1,000.00)	(673.16)	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)	(2,193.75)	

Education (25% of Dues)	(1,312.50)	(1,096.88)
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Current Year Profit /(Loss)	(967.50)	321.66
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3. ACTIVITY - MARKETING & EDUCATION

MARKETING

Beginning Balance	5,422.99	
2009 Allocation from Dues (50%)	2,193.75	
	7,616.74	
Expenses	(416.00)	Website work & hosting
Expenses	(617.35)	socks for Ag Trades Show
Expenses	(83.31)	supplies for Ag Trades Show(candy,tape,brochureholder,ext.cord)
Expenses	(1,123.50)	1,000 brochures
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	(173.25)	postage mailing brochures&magnets to PR participants
Income	774.88	sock sales at Ag Trade Show less credit card fees
Income	130.00	Marketplace income
Income	1,700.00	PR campaign contributions
Expenses	(2,000.00)	The SOAP Group-PR campaign
Ending Balance	5,259.37	

EDUCATION

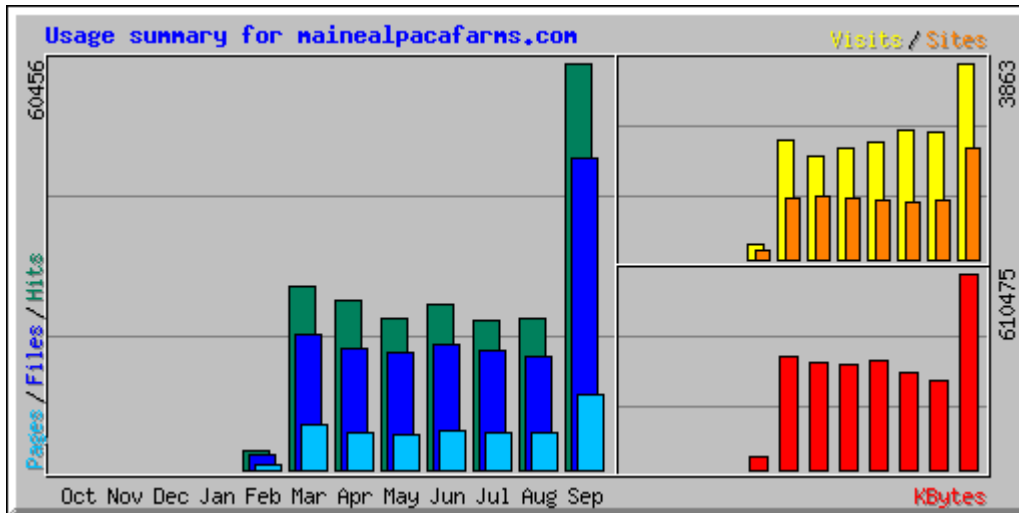
Beginning Balance	3,515.06	
2009 Allocation from Dues (25%)	1,096.88	
	4,611.94	
Expenses	(105.00)	Llama Learning lectures 2005 & 2007
Expenses	(100.00)	Nicole Mailhot, DVM, speaker 3/21/09
Ending Balance	4,406.94	

VET FUND

Beginning Balance	6,703.24	
Expenses	(79.19)	mailing Evans manuals
Income	198.50	sale of 2 Evans manuals
Ending Balance	6,822.55	

Usage Statistics for mainealpaca farms.com

Summary Period: Last 12 Months
Generated 28-Sep-2009 05:13 EDT



Summary by Month										
Month	Daily Avg				Monthly Totals					
	Hits	Files	Pages	Visits	Sites	KBytes	Visits	Pages	Files	Hits
Sep 2009	2159	1657	402	137	2181	610475	3863	11279	46401	60456
Aug 2009	727	545	174	80	1144	279238	2485	5417	16902	22539
Jul 2009	715	569	180	81	1115	303279	2533	5599	17650	22165
Jun 2009	815	622	193	77	1154	337301	2324	5790	18688	24463
May 2009	724	566	163	70	1206	327618	2200	5075	17569	22450
Apr 2009	840	604	179	67	1249	334210	2013	5370	18127	25216
Mar 2009	879	652	217	75	1209	354742	2355	6745	20218	27264
Feb 2009	396	310	116	44	178	39373	312	813	2173	2778
Totals						2586236	18085	46088	157728	207331

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