



Maine Alpaca Association
Membership Meeting
Saturday, January 22, 2011
Great Wall Restaurant, Augusta, ME

Present: Jeannine Anderson, Dawn Brooker, Jennifer Caldwell-Jeans, Nicole Carter, Pamela Drew, Robin Fowler, Carol & John Furman, Kendall Hanna, Pat & Lisa Houde, Paula Ickeringill, Jill McElderry-Maxwell, Cindy Mingle, Bill & Ann Morgan, Corry Pratt, Darlene Reardon, Virginia Rebar, Marie Ring, Alan & Linda Russo, Ricki Waltz, Craig & Jan Wangaard, Tami Wayboer, Karen Woods

Cindy Kilgore, Maine State Department of Agriculture Livestock Specialist, spoke before the meeting, beginning at approximately 11:45 AM. Cindy explained what her position with the state entails as well as provided information about disaster relief plans and emergency items to keep on hand. Cindy also fielded questions about the New England Livestock Expo.

The formal meeting was brought to order over lunch at approximately 1:05 PM. A voting quorum of members was present. Prior to beginning with the agenda, Jeannine Anderson, Jennifer Caldwell-Jeans and Robin Fowler, the three candidates for Board of Directors vacancies, each spoke briefly to the membership about their qualifications for the BOD. All three were elected to the BOD by balloted vote. Jeannine, Jennifer and Robin will be replacing Dawn Brooker, Pam Drew and Pat Houde, whose terms have expired, and joining Jill McElderry-Maxwell and Ginny Rebar, who both have a year remaining in their terms. Thank you to both new and old BOD members.

- I. The secretary (Jill McElderry-Maxwell) requested a motion to approve the last meeting minutes. The motion was seconded and approved by those present.
- II. The treasurer (Pam Drew) reported. Minor activity including a \$96.25 profit on sock sales at the Ag Trade Show was discussed at the meeting, and the December 31, 2010 treasurer's report is hereby appended to and included in these minutes. A motion was made to approve the treasurer's report. The motion was seconded and approved by those present.

Pam noted that as of the meeting date, MAA had 24 paid member farms.

- III. Paula Ickeringill reported for the Education Committee. She noted that the committee is actively pursuing Don Hoenig, the State Veterinarian, to give a talk at an upcoming meeting, but that scheduling conflicts had so far precluded his participation. Anne Lichtenwalner, Director of the State Animal Health Laboratory, is another speaker that the committee would like to bring to a member meeting. Paula noted that the Education Committee will be revisiting the idea of holding a larger education seminar/conference again in 2011 with the support of the MAA membership.
- IV. Nicole Carter reported for the Marketing Committee. She advocated choosing lead people to coordinate particular events. The possibility of creating and maintaining a MAA presence on Facebook was discussed, with possibilities including a MAA Page or private Group. Having more of a presence in social media will help with branding MAA and creating an identity for the group.

- V. The Website Committee had been on hold until the status of the group was determined. Members discussed that while our current website has many of the pieces we feel are necessary, it lacks flexibility, a unified appearance and the ability for MAA to update the site directly. Lack of funds for professional web design was raised as a possible roadblock to creating a new site. Corry Pratt and Robin Fowler volunteered the possible use of their web marketing staff to create and maintain a new web presence for MAA that would be more frequently updated and inviting to potential alpaca owners.
- VI. Several of the members that volunteered at the Trade Show reported on the booth placement and visitor traffic. Overall, the feeling was that our placement in the lobby was excellent, with good access to traffic flow. The booth itself was a little cramped, and it was suggested that those manning the booth stay outside it if possible. More product could have been sold if we had had it and if more volunteers had been able to reach the venue during the snow storm. The seminars were not as well attended as last year, but those present tended to stay for the entire day. More advance notice of the seminars would be a good idea; we were not listed in the program this year.
- VII. The MAA booth is still missing a focal visual point, whether it be the MAA logo, a map of farms or a striking photograph. The Marketing Committee will address this need.
- VIII. MAA will participate in the New England Livestock Expo again this year. A volunteer coordinator is needed, and Alan Russo agreed to serve. He will attend NELE meetings, report to the larger MAA membership, and plan the layout and events for the alpaca area. Anyone interested in participating in the event or helping to plan it should contact Alan.
- IX. Karen Woods is the Fiber Frolic coordinator. The Frolic will have their next meeting on February 13, and more volunteers are always welcome.
- X. Members chose to continue the free classifieds section of the website.
- XI. Tami Wayboer coordinated the alpaca presence at the Cumberland Fair this past year, where there were three alpaca stalls and steady visitor traffic. It is free to participate, and Tami will again coordinate the alpaca area this year. Anyone wishing to participate should contact Tami directly.
- XII. Cindy Mingle coordinated the alpaca presence at the Fryeburg Fair this past year, and will do so again this year. Jan and Craig Wangaard attend the Litchfield Fair with their alpacas, and would be delighted with a larger alpaca presence there this year.
- XIII. The membership discussed ways and means to revitalize member meetings. Possibilities include changing the time of day or location of the meetings; eliminating the summer meeting; setting the schedule further in advance; and using other means to conduct votes. The possibility of establishing a Facebook page for MAA was raised, and will be investigated. Members were enthusiastic about the possibility of hosting meetings at member farms.

