

MABA BOD Meeting

2.24.08 Minutes

The February 24th meeting of MABA's Board of Directors was called to order at 1:40 pm by President Teece Nowell. The meeting took place at 5710 Executive Dr, Suite 105, in Catonsville, MD. Dave Nye, Chris Armstrong, Lora McMunn, Barry Clark and Kate Dorsey were present.

Old Business:

The minutes from the 1.27.08 BOD meeting were approved.
No Treasurers report was given.

New Business:

EDUCATION COMMITTEE~

Teece reviewed her expectations regarding the Committees support of the show and began with discussion about the Education Committee. Lora reported that she had successfully made contact with one of the two previous Committee members but had no firm commitments. We were reminded about the upcoming Show Committee meeting on March 9th. Options for various types of seminars to be made available at the show were brought to the table and it was generally agreed that the focus should be on 101 type seminars and possibly fleece focused presentations. At that time the availability of seminar space at the show needs to be confirmed. Kate commented that the speakers at the ARI Summit were well received and she would pass the information along with the hope it may provide some potential ideas and names. The Board agreed to have the Education Committee plan a for fee, advanced event in the future.

EVENTS COMMITTEE~

Dave reported on the Events Committee progress. The Maryland Department of Agriculture Annual Open House will be held on March 29th from 9 to 3 at the agency's headquarters in Annapolis. Dave has arranged for two farms to be present and represent MABA, Jackie Mathiason of Alpaca Road and Rose Page of Dameron Alpacas. He will coordinate the set up of the MABA booth and display. The participants will be prepared to handout information directing the public to the MABA web site for information on joining and locating farms in their area.

The BOD then reviewed a list of upcoming events for Dave to be aware of:

The Maryland State Fair, The Great Frederick Fair, MAPACA Jubilee, Maryland Alpaca Show & Sale, Carroll County Farm Museum events and 2009 Sheep & Wool Festival.

MEMBERSHIP COMMITTEE~

Chris submitted a charter for the Membership Committee and named the members of the newly formed committee: Sue Ann & Heinz Wilms, Rose Page and Lisa Land. The BOD will review the charter and approved the use of a teleconference call to facilitate Membership Committee meetings. The committee will plan to meet before the March 9th general meeting and create a phone tree to facilitate making reminder calls for meetings. It was requested that more detailed information on the upcoming meeting be made available so the Membership Committee could answer member's questions. Chris will serve as Chair of the committee until a general member can be found to take the task. The Committee will put together a welcome packet for new members. A member decal was also suggested and met with enthusiastic approval. Barry offered to have one designed and produced.

MARKETING COMMITTEE~

Barry reported to the BOD that he is in search of members for the Marketing Committee and will plan to send out a broadcast e-mail. The Board reviewed a number of items that need to be printed: Publicity posters for the show, business cards for the Events Committee and a decal for the Membership Committee. The Board approved the printing of a minimum of 5000 4 color flyers for

distribution in the MAPACA newsletters (April, June, August and September) and at the Department of Agriculture Open House. In addition, flyers are to be distributed at the following shows: The Virginia Classic, The Maryland Show and Sale, MAPACA Jubilee and PAOBA Breeder's Showcase. Other shows may be included. Barry will review the copy of the flyer and contact Steve Quigley about making changes to the design so additional sponsors can be added to the back of the flyers.

There was discussion about having a MABA booth at the Maryland Show and Sale, Dave made a motion and Kate seconded, Barry will make necessary arrangements to register for a display space. The BOD discussed the need to have the original MABA logo updated for all the places it will be used, Barry requested info on the estimate from Steve and will follow up with him to begin the process. Dave motioned for the BOD to approve the estimate to make the update to the logo, the motion passed unanimously.

The BOD discussed the practicality of buying Alpaca Nation banner ads and Alpacas Magazine ads since so much effort was going to be put into word of mouth PR. It was decided that the BOD would not approve these ads. Kate will inform the Show Committee.

SHOW COMMITTEE~

Kate reviewed the minutes of the last Show Committee meeting. The certification papers have been submitted but we are still waiting for the "AOBA Certification Pending" seal of approval. No word at this point on the AOABA Grant. We have confirmation from OABA that our show is the weekend following their ALPACAFEST 2008.

Rick German will be coordinating the 4-H helping hands at the show. There was some discussion about using "gators" or "mules" to shuttle exhibitors to their stalls. The 4-H team will also be available for other types of hospitality services.

PICNIC~

Teece will prepare a letter to be sent to membership to determine interest in hosting. She will be sure to contact the two farms from last year who also offered their places. The BOD felt the farms that host should be active members.

MISC~

The board discussed a request from a member regarding broadcast emails. The general consensus was that it is not MABA's duty to distribute emails for individual farms. Farms can not be prohibited from assembling or acquiring their own broadcast list. MABA does not wish to encourage "spam" and feels this could be a difficult issue to address if it were to be handled on a case by case basis.

The meeting then adjourned at 4:15

Respectfully Submitted by
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