

Minutes for BAA teleconference meeting April 24, 2012

Meeting called to order by Jerry Jernigan at 7:32 central time. Members in attendance were Jernigan, McBee, Hill, Snider, Phillips, Bean, Diles, Brink, Nelson, with Williams and Clark joining later in the call. Guest Frank Skym was also in attendance, Bob Zinnikas was absent.

It was noted that two members were left out in the attendance roll of the March meetings minutes. They will be added and amended minutes sent out. Brinks motioned to dispense with the reading of the amended minutes. Phillips seconded and the motion passed unanimously.

Phillips presented the financial report. Highlights were POP fees are ahead of budgeted. Registrations are down \$4700 from budgeted. Memberships are down from 300 in 2011 to 232 to date in 2012. Summarized: income is 16,000 under budget, expenses are \$14,000 under budget.

Stephanie Nelson requested full A/R, A/P, and check register be sent to her currently, and before every board meeting.

Todd Hill moved to accept the financials as given, motion seconded by Snider and passed by unanimous vote.

Marilyn Brink presented current membership communication status. 547 email blast were sent, 31 bounced, 133 were opened, and 13 clicked through to links on the blast.

Stephanie Nelson spoke briefly on the Jr. National Show. She indicated entry forms were on the website. She also mentioned Kendall Schlake donated a heifer for raffle with proceeds to benefit the Jr's. Nelson asked for participation at all levels at the show.

Jerry Jernigan opened discussion of the promotions committees. He stated that was ready to move forward in spite of the difficulties in doing so, given the financial circumstance surrounding the BAA. He has contacted several people to chair the committees with one response to date. He asked for suggestions for the commercial committee chair. Hill suggested Ron McBee, John Hall, and Russell Freeman. Ron declined. There were no other recommendations and little discussion.

In new business. There was discussion of a face to face board meeting at the Jr. National show, and it was decided that a meeting would detract from the emphasis of the show. There was discussion of the difficulty of meeting this time of year, and was finally decided that it was necessary to make progress on the needs of the association. Proposed dates to meet in Kansas City are July 21 and 29. Jernigan is to email all board members and choose a date for a person to person meeting.

Next discussion was about the BAA brochure being out of stock. All in attendance agreed that there was a great need to have something to mail to those wanting information on the breed. There was discussion of two quotes for 2500 and 5000 copies. It was agreed that 5000 makes more sense. There will be more negotiation on the printing price and some updates to the brochure need to be made. After some discussion on how to fund the brochures, Benny Phillips moved: that 5000 copies of the BAA brochure be paid for out of promotional check off funds on a pro rata basis, based on the amount of funds in each promotional fund category. This is being done in lieu of committees not yet being formed. The amount shall not exceed \$1500. Robert Williams seconded the motion and it passed unanimously.

Ron McBee asked for a protocol to get an ad put on the website. Jernigan is to talk to Roseanne Segarra and direct the office or affected parties on how to proceed.

With no old business, Jernigan set the next formal board meeting for June 12th. Hill suggested the need for more “brainstorming meetings”, to open dialog between board members and breeders as well. There was discussion of concern of the cost of the calls. Hill suggested that he would pay for one, and perhaps others will follow. It was decided to schedule another call for idea gathering on May 15th.

Jeff Diles moved to end the meeting, Benny Phillips seconded and the motion passed by unanimous vote.