

Minutes for the BAA board teleconference meeting November 6, 2012

Meeting was called to order by Jerry Jernigan at 7:35 CST. Board members in attendance were Jerry Jernigan, Tommy Bean, Ron McBee, Ray Snyder, Benny Phillips, Marilyn Brink, Tommy Clark and Todd Hill. Board members absent were Jeff Diles, Robert Zinnikas and Stephanie Nelson.

Guests on the call were Micky Burch, Lisa Bard, and Kathie Bedolli.

The meeting began with an update of current status of the Braunvieh World publication. Lisa discussed historical and current results. She announced Kelsie McEndaffer as Managing Editor of the magazine.

Facts presented:

- Since 2010 there has been 6 full issues
- Plan for 2013 is to have 4 issues
- Average income is \$1500 per issue the past 3 years

There was agreement that 4 issues is best financially. There was discussion between all parties concerning the timing of the issues to coincide effectively to market key events in the association and for the members. It is agreed to have 4 season magazines. The spring will be shortly after winter to accommodate reporting the National show and sale and the Braunvieh Bull Challenge.

Todd presented the minutes with a few changes. Tommy Clark motioned to accept minutes which was seconded by Benny Phillips. Marilyn Brink made motion to not read the minutes and was seconded by Ray Snyder.

Benny Phillips reviewed the Balance sheet and highlighted that there are \$18,237 in the marketing fund accounts. He commented that the Income statement has changed very little. However in the current period, expenses are exceeding income. This is a seasonal phenomenon.

Hill moved to accept the financials as presented. Brink seconded . Motion passed with no further discussion.

There was some discussion on membership communication. There has been an increase in email blasts and Brink commented that there were several click through on the ads. Tommy Clark started discussion on how to recognize deceased members. Todd Hill offered to send condolence cards on behalf of the BAA from his office in Amarillo if the address was provided.

There was discussion of the National Sale and Meeting. Todd Hill presented that Charles Marshall was scheduled to perform after the banquet. His charges will be \$2500 with Hill providing airfare. A balance of \$1500 will have to be provided by private donations. The following board members agreed to donate towards the speaker: Jernigan, Clark, Williams, Bean, Phillips, Brink, Snyder, with another donation by a member raises the total raised to \$950. Board members were asked to solicit other funds, to be sent to the BAA.

Discussion followed on some issues concerning the ballot for board election. Diles gave discussion on ideas and how to handle by email.

Discussion on updating/launching a new website followed. There was discussion on the need, and different options with much talking about a company called Edje. Tommy Clark moved to allow Jerry Jernigan the authority to pursue a new web presence for the BAA. The motion seconded by Benny Phillips and with no additional discussion, passed unanimously.

On new business...Discussion was opened about the Junior association checkbook and financial status/statement. It was discovered that no one but Stephanie Nelson had the information. Board felt that that information and accounting needed to be moved to the office to facilitate timely accounting. If Stephanie Nelson needs funds to pay bill she can get individual checks from office.

The decision was made to have a meeting on Tuesday Dec 18th at 7pm. Todd Hill motioned to close the meeting with second by Phillips. Meeting was voted to close on unanimous vote at 9:30 pm.