

Minutes of the BAA Board teleconference meeting

3/20/2013

President Brink called the meeting to order at 7:24 p.m.

Members in attendance were Tommy Bean, Dwight Alexander, Benny Phillips, Robert Williams, Tommy Clark, Marilyn Brink, Todd Hill, Blake Bagley, and Stephanie Nelson.

Not in attendance was Jeff Diles, Jerry Jernigan, and Brad Doke.

Also representing Blue Print Marketing were Mickey Birch, Kathy Bedoli, and Lisa Baird.

Clark moved to accept the minutes as presented, and to dispense with the reading of the minutes. The motion was seconded by Phillips and without further discussion was passed unanimously.

Lisa Bedoli presented for Blue Print Marketing. There was discussion of the shrinking of the magazine to 20 pages in the last issue. This leads to concern of the profitability/viability of the next issue which will be in late summer that usually contains the membership directory. It was presented that the company has been working on rates per page that have not changed for 7 years, and that a magazine was needed that was 30 plus pages to make it work for Blue Print. Lisa quoted rough costs per page were \$125 black and white and \$250 for color. Baird indicated that either revenue needed to go up or the BAA contract with Blueprint needed to be re-negotiated.

In the Treasurers' report, Phillips indicated there was generally no change. He feels the A/R is in "good shape". Particulars reported were:

- Budgeted memberships are down \$6600
- Membership income is down \$1000 compared to last year
- Budgeted registrations are down \$6200
- Registration income is down \$100 compared to last year

Hill moved to accept the Treasurers report as presented, Bagley seconded, and without further discussion was passed unanimously.

There was review and discussion of the list of non-renewing members. Brink is to assign contacts on the list to each board member to be contacted personally to fact find why they are not re-joining. Some members volunteered to take contact on the list they knew.

Brink presented on membership communication. She cited that an e-blast will be sent out soon. Jernigan is working on the website to try to get it launched. Hill volunteered to help Jernigan to

finish the site. Brink is going to contact the administrator of our current website, to have old and impertinent information removed.

There was follow-up discussion to the National Bull Challenge and Sale. Hill is going to contact GDC to implement a follow up phone call with GDC and the consigners. Tentative dates for the next test are for animals to arrive June 10-12 and test to end October 21.

Discussion of the issue of fall cows in POP being “removed for non-performance”. Discussion included adding a code, “calved, not yet reported”, or making a programming change to mirror the bylaws concerning requirements of a cow to stay in POP. Brink is to contact Jim Bulger on this matter and report to the board her findings/results.

Discussed whether or not herd code became available for reassignment when the member is no longer active. After some discussion on the impact of pedigrees, it was decided that while most generally not, there were some limited cases that it might be acceptable. Nelson is to write proposed verbiage to present to the board for vote to put into the bylaws.

There was some discussion of standing committees. Many of the committee chairpersons have been populated. Tommy Clark volunteered to be chairperson of the Performance committee.

There was no new business.

The frequency of billing/invoicing was discussed. With the exception of registrations, this should be done on a monthly basis only, and it is suspected that it is being done more frequently than that. Brink is to contact the office and review policy.

There was discussion that the “new member packet” has not been dealt with. Brink is to follow up with the office and instruct them what to send a new member.

Brink reported on contact with the National Western people in Denver. Proposed dates are

- Jan 14th National Sale at 3pm, with meeting at a hotel facility at 7pm
- Jan 15th National Show at 12PM

Brink set the date/time of the next meeting at 7:30 pm on April 16th. Nelson will perform secretary duties in Hill’s absence.

Bean moved to adjourn the meeting, Phillips seconded, and without further discussion was passed unanimously. Meeting was adjourned at 9:50 pm.