

## BAA Board Meeting 7/20/2013 Irving Texas

Members in attendance were Robert Williams, Stephanie Nelson, Tommy Clark, Benny Phillips, Marilyn Brink, Blake Bagley, Dwight Alexander, and Todd Hill. Not in Attendance were Jerry Jernigan, Jeff Diles, Tommy Bean, and Brad Doke.

Hill read the minutes from the May meeting and some corrections were made. Phillips moved to accept the minutes as corrected. Clark seconded the motion and without further discussion was passed unanimously.

Phillips presented the financial report. There was some discussion of adjusting credits against amounts owed to clarify A/R aging reports.

Following was reported: Relative to last year:

- Total revenue is down 28% , Braunvieh World revenue is 24,000 of that.
- Transfer income is down 13%
- POP inventory is down 25%
- Registrations are down 3.7%
- Membership is down 3.4%
- Expenses are off 18,000
- Net income is off 70% from last year

Clark moved to accept financials as presented, Williams seconded and without further discussion was passed unanimously.

Discussion of the status of the Brangus Association office search for a CEO and programmer.

Discussion of strategies for future of the BAA:

### Strategies for Generating Revenues

There is a need to develop demand for the cattle to build successful events. Following discussion of developing a national marketing program, Hill volunteered to chair the promotion committee. Brink, Clark, and Nelson volunteered to serve on the committee. The committee is to research what is available on national ag programs. .

Appointed Promotional Fund Chairs:

Simbravieh- Phillips

Commercial- Williams

Juniors-Show- Nelson

Fulblood- Alexander

International-Hill

The subject of a "RFD TV" type program was discussed. The success of the last program in bringing attention to the breed was discussed. The board was unanimous in the decision to move forward with a National ad campaign.

Tommy Clark moved to accept the recommendation of the promotion committee to pursue the prospects of a National Advertising campaign with the cooperation of existing promotion fund committees for funding and report back to the board on their findings. Motion was seconded by Phillips and without further discussion was passed unanimously.

Hill volunteered to chair the promotion committee. Marilyn Brink and Tommy Clark were appointed to the committee and Mark Nelson is to be contacted to field his level of interest to serve on the committee. Clark is to contact Joel Walters with Superior to fact find what is available at what cost. Hill is to contact Dustin Dean of Sexing Technologies to field his companies' interest in partnering with the BAA on the concept.

Jernnigan was to present on progress on the new website. In his absence, we sent him an email requesting his contacts at Edje, the company developing the new website.

Discussion of the Albinism test followed. Decision was made to stock test kits in the office. All samples will go through the office. Samples will be gathered for 90 days and then sent off.

There was discussion of timing of the National Events in Denver in January. The National sale will be at 2PM. Discussed having a speaker at dinner. Names suggested were Dan Dorn and Todd Sigmon.

There was discussion of the award committee. Nelson was appointed chair and Brink will be a member. Discussed awards to be given and to whom.

Phillips moved to recess until Sunday, Alexander seconded, and without further discussion was passed unanimously.

#### Minutes for BAA board meeting, Sunday July 21 2013

Meeting reconvened at 8:14 am by Brink.

Jernnigan emailed his contact at Edje and a link to the website as is currently. There was discussion on lack of progress and that the website is critical to the success of other marketing projects. The decision was made that timeliness is of the utmost importance. Brink is to take over the project.

Discussion of Navasota Bull Test and sale. Discussed possible sale dates and that delivery would be October 7,8,9. Discussed ways to reduce sales expense. Need to confirm delivery dates and set sale date.

Discussion followed on the Junior National Show to be held in Wahoo Nebraska, June 15-20,2014. The BIF will be running in Lincoln on the 18 to 21.

National Sale was discussed. Nelson will research what meal will be available at the hotel.

Board discussed a members request to register cattle with less than 25% Braunvieh blood. Consensus was to leave the way it was.

There was discussion of implementation of current rules. Discussion of rules not being correctly implemented in the office Phillips moved to accept implementation of the interpretation change recommended by the rules committee. Clark seconded and without further discussion was passed unanimously.

There was discussion of proposed budget, line by line item. Phillips and committee is to continue to work on budget for next meeting.

The date was set for the next board meeting on August 20<sup>th</sup>, 7:30 pm central time.

Discussion of BAA line of credit followed. Decision was made to pay the line down. Clark moved to pay off 1/3<sup>rd</sup> of the note payable due to Pinnacle Bank. Nelson seconded and without further discussion was passed unanimously.

Nelson was appointed to chair the Board Nominating Committee, and Williams is to serve on that committee with her. Discussed new board election, with members going off the board being Nelson, Diles, Williams, and Bean.

At 12:12 pm, Hill moved to adjourn the meeting, Alexander seconded, and without further discussion was passed unanimously.