

Braunvieh Association of America

Board of Directors Meeting

Teleconference

Aug. 16, 2016

President Dwight Alexander called the meeting to order at 7:36 p.m. CST. Board members present were Dwight Alexander, Tim Bagley, Marilyn Brink, Jerry Jernigan, Benny Phillips, Caleb Russell, Kendall Schlake, Mark Wolken and Jeff Zimmerman. Members not present were Todd Hill, Mark Nelson and Clay Stotts, Guests were Larry Lane, Lisa Bard, Sam Murnin and Jessica Ebert.

Minutes presented by Brink from the July 12, 2016, Board meeting. Jernigan made motion to dispense with reading of minutes Russell second. Phillips made motion to approve the minutes as corrected. Wolken second. Motion passed unanimously.

Treasurers Report – Phillips presented the financial report. Informed the board that Dawn Simpson, accountant in the BAA office has resigned. Cash is down about \$2,000 from this point last year. Both junior and adult membership income is up. Phillips stated we were in good, healthy financial condition. Jernigan made motion to accept financial report as presented. Second by Wolken. Motion passed unanimously.

Budget – Phillips reviewed some 2016-2017 budget items, including a prediction for a 10% increase in office expense for Jan. – Aug. 2017. The proposed budget will be presented to the board at the September meeting.

Executive Committee – At the direction of the board at the July meeting, the Executive Committee was given authority to review proposals and select a proposal from Blueprint to work on content for the website, social media and Blog. The Committee selected an option for BluePrint to supply our web site with relevant page content updates as needed. Blueprint will actively engage the BAA in the primary social media outlets of Facebook, Twitter and Instagram on an ongoing, continual basis. Through these accounts, Blueprint will incorporate at least three unique Facebook posts, Tweets and Instagram images per week with the purpose of increasing awareness and interest in Braunvieh cattle. BluePrint will coordinate and manage one to two blog posts per month on the BAA website. This will range from supplying a writer to re-purposing *Braunvieh World* articles to fit a blog format, which will also be shared via social media. Cost for 7 hours work per month is \$420.

Braunvieh World/Social Media update – Bard/Murnin. Jessica Ebert, Tescott, KS, started 30 days ago as a sales rep with Blueprint. With the recent resignation of Bill Pollard, Ebert has now also taken over the ad sales for the *Braunvieh World* and will be contacting Braunvieh members for their needs. Murnin reported on Social Media work. Blueprint is posting Braunvieh news on Social media and working to push people to the Braunvieh web site. Fall issue of *Braunvieh World* will focus on youth and the Junior National. There is also a program highlight on the junior heifer program in Texas and its impact on juniors. Sept. 6 ad deadline.

National Bull Sale/Test Report – Board members reported there are currently 10 bulls on test in Chappell, Neb., 18 in Green Springs at Nevada, Mo., and 3 in Navasota, Texas.

Nominating Committee – Bagley has been making contacts for potential nominees for the board of directors.

Old Business – Schlake reported on the upcoming visit to the Meat Animal Research Center and the Field Day/Tour in Nebraska Sept. 16-17.

New Business – None

Next board meeting conference call set for Tuesday, Sept. 20 at 7:30 p.m. CST.

Phillips moved to adjourn at 8:43 p.m. Second by Jernigan. Motion passed unanimously.

Minutes submitted by Marilyn Brink, BAA Secretary

Approved Sept. 20, 2016