

Braunvieh Association of America Board of Directors Meeting

Teleconference

July 18, 2017

President Dwight Alexander called the meeting to order at 7:35 p.m. CST. Board members present were Dwight Alexander, Tim Bagley, Marilyn Brink, Todd Hill, Mark Nelson, Benny Phillips, Caleb Russell, Stoney Scheer, Kendall Schlake, Mark Wolken and Jeff Zimmerman. Board member absent was Jerry Jernigan. Guests were John Hall, Larry Lane, Samantha Murnin, Jenny Pieniazek and Robert Williams.

Minutes presented by Brink from the June 17, 2017, Board meeting. Phillips made motion to dispense with reading of minutes and approve as printed. Second by Wolken. Motion passed.

Treasurers Report– Phillips reported about \$29,900 in cash on hand, which is up about \$1,600 from last year. Two \$500 scholarships were paid out of the Junior scholarship fund. Total income YTD is \$134,900 which is about the same as last year. Expenses are \$124,000, which is down about \$4000 from last year. Net income is \$10,800. Wolken made motion to accept financial report as presented. Second by Scheer. Motion passed.

Braunvieh World/Social Media/Web Site update – Murnin reported the summer *Braunvieh World* has been mailed. The Fall issue will focus on juniors. Social Media shows a continuing trend of growth, especially on Facebook. The boosted posts for the American Rancher on July 7th resulted in good activity, reaching 7,000 people, of which 5,500 were due to the boosted post. The second post on July 12th included link to the video. It reached 14,000 people. More than 6,000 watched at least part of the American Rancher video.

Promotion Committee – Hill reported the videographer is going to the north central U.S. to record interviews for the next American Rancher show. The focus will be how Braunvieh finish and how they hang on the rail.

Accounting/Check off/Fee Schedule – Phillips reported that a new check signing procedure needs to be implemented starting Sept. 1st when Pieniazek takes over the accounting. Suggestion was made that twice a month she will send prepared checks to the treasurer to sign and mail to recipients. An additional board officer will be designated to sign checks in the event the treasurer is unavailable. Another suggestion was to utilize online banking to pay bills. Phillips presented a couple suggestions for clarifications on POP fees and for an additional “reason code” for “calves to be registered at a later date”. Determination of the process will be made at the August board meeting.

Phillips made motion to discontinue the check-off dollar program that was initiated and approved on Feb. 12, 2011. Second by Nelson. In discussion, Phillips reported that due to the way the promotion income is set up, is not currently showing in balance sheets, nor are expenditures, and it is greatly complicating accounting. By discontinuing the 2011 program, this would be replaced by budget line items for promotion activity at the same level of promotion allocation, which is currently 7 to 8 percent of total BAA income, that will then show on the income side and expense side of the BAA balance sheets. Concerns were expressed that in the future, money for promotion would be eliminated if it wasn't ear-marked and set aside. This was balanced against eliminating the separate accounts to

give more transparency to budgets and expenditures. Nelson moved to table the discussion on the motion until the next meeting. Second by Wolken. Motion carried.

Office Management Report – Pieniasek reported on office operations. For June, there were 18 non-POP registrations and 52 POP registrations. BAA had 6 online inquiries in July.

Show & Sale Committee – Brink reported on plans for the National Braunvieh sale and show in Kansas City in October.

Old Business – None

New Business – At the last BAA meeting the board discussed improving communications and appointed a DNA committee. After further discussion, it was determined the new DNA committee and existing Genomics committee overlapped in focus, and it was unintentional to have two committees covering the same area. Nelson moved to eliminate the DNA committee. Second by Scheer. Motion carried.

Meeting set for Aug. 15, 2017 at 7:30 p.m. CDT.

Russell moved to adjourn at 9:06 p.m. Second by Zimmerman. Motion passed.

Minutes submitted by Marilyn Brink, BAA Secretary

Approved Aug. 15, 2017