

Minutes for BAA Board Teleconference Meeting

8/20/2013

Brink called the meeting to order at 7:36. Members in attendance were Dwight Alexander, Marilyn Brink, Robert Williams, Tommy Bean, Brad Doke, Jerry Jernigan, Benny Phillips, and Tommy Clark. Blake Bagley joined a short time later. Not in attendance were Stephanie Nelson and Jeff Diles.

Jernigan moved to dispense with reading of the minutes and Alexander seconded the motion, and without further discussion was passed unanimously.

Two corrections were made to the minutes. Brink suggested the location be changed from Dallas, Texas to Irving, Texas. Hill was added as chair of the International Committee.

Phillips moved to approve the minutes as corrected, Williams seconded, and without further discussion was passed unanimously.

Phillips presented the Financial Statements. Comments included that a payment of \$6000 was made on the note payable, leaving a cash balance of \$37,000. Revenue is down \$34,000 YTD, from last year, of which, \$24,000 is a reduction in Braunvieh World income. POP fees are down \$5,000 and registration fees are up \$200.

Clark moved to approve the financial statements as presented, Jernigan seconded the motion, and without further discussion was passed unanimously.

Brink gave a report on the last edition of the Braunvieh World. The membership directory edition lost \$800. The decision had been made to support printing the directory for the benefit of the membership and prospective members.

Discussion of the "national ad campaign" followed. Clark is to contact Allison with Growsafe about potential sponsorship. There was discussion that Denver and the Bull test were the obvious targets for the promotion. There was unanimous discussion that all board members in attendance were in agreement to follow through with promoting the breed via the "American Rancher" program, as well as other venues available through Superior. The committee is to get firm numbers of cost to do so, and report back to the board.

Hill opened discussion of developing marketing packages to offer the members. After some discussion, the idea was tabled.

Bagley reported that he had made contact with Sunbelt Expo, and they have a booth available for the BAA at a cost of \$650. Discussion was that if live cattle display, could be a little more. Bagley volunteered to follow through and man the booth.

Clark motioned to commit to the booth with funding of \$650 that had already been placed in the budget. Brink seconded, and without further discussion was passed unanimously.

There was some discussion of the Navasota bull test.

Phillips reported that Todd Sigmon has agreed to talk at the BAA National meeting. Nelson reported through Brink that a beef meal was at least \$50 a plate at the hotel in Denver. There was discussion and it was decided to move ahead.

Alexander approached Joe Don Pogue of Sulpher Springs Livestock Auction, about gathering and selling preconditioned Braunvieh cattle. Alexander indicated he had done well in the sale. It was decided to follow through with details and promote to the membership.

Phillips presented a preliminary budget. Assumptions were 10% increase in revenue items. There were some minor adjustments made, and the budget committee will continue "tweaking" the budget for future approval.

Brink discussed updates to the situation concerning the Brangus Assn, and procurement of a computer programmer.

In new business, Clark opened discussion to do away with mandatory breeder codes.

Clark moved that we remove the social security number request off the membership application, make the herd code optional and add a place for a sponsor to receive the bill for membership. Bagley seconded and without further discussion was passed unanimously.

Brink set the next meeting for September 17th at 7:30 pm.

Phillips moved to adjourn the meeting at 9:52 pm, Clark seconded and without further discussion was passed unanimously.