

Braunvieh Association of America

Board of Directors Meeting – Teleconference – March 19, 2019 – 7:30 pm

President Caleb Russell called the meeting to order with the following board members present were: Paul Prazak, Ana Duke, John Hall, Daniel Roberts, Kendall Schlake, Mark Wolken, Tim Bagley, and Jeff Zimmerman. Board members absent were Stoney Scheer and Mark Nelson. Guest were Ron McBee, Jessica Ebert, Samantha Murnin, Jenny Pieniasek, Colby King and Lisa Beard.

Minutes: Ana Duke presented the February 19, 2019 board meeting minutes. Caleb made a motion to dispense with the reading of the minutes, seconded by Mark Wolken. Motion passed.

Treasurer's Report: Tim Bagley presented the Treasurer's report. Tim recapped last meeting's notes from Larry L. Per Roseanne – accountant filed a tax extensions and taxes are not due to be filed until July 15, 2019. GPS invoices are now caught up and paid per Jenny. Registration and POP are up 30% from last January. Per John Hall, everyone has received payment for the Breeders cup, this is a great program. Nothing as of that evening on the sale barn monies. There was an email Jenny received over the weekend and she was going to forward to Tim B. to review. Overall it was a good month in February, registrations were up. Kendall asked if the \$2,500 had been received from GrowSafe but nothing yet. No expenses in February had been received yet for the American Ranches, Jenny will follow up. Tim – address the mileage reimbursement that was tabled last meeting for Jenny's travel – IRS Standard rate is \$0.58 cents per mile – per Kendall. Effective January 1, 2019 begin paying Jenny \$0.58 per mile. Kendall move to approve \$0.58 per mile for Jenny or any other personal based on IRS allowance retroactive to January 1, 2019. Mark Wolken seconded the motion. Motion passed.

Caleb motioned to approve the financials. The motion was moved by Ana and seconded by Paul. Motion passed.

Braunvieh World/Social Media/ Web Site: Samantha Murnin– Braunvieh World spring issue is in production ready to go to print. The magazine has the show results RFI and EPD, and a recap of annual meeting – it is scheduled to be mailed the 1st week April. There is an ad they feel needs to be addressed with the committee "One Night Stand". Lisa did not find it offense but felt it needed to be addressed. Advertiser doesn't want to change the ad and they want the picture to be a man and woman at a bar. This ad is offering semen sales for a certain bull for a period of time. Approval needs to be finalized by tomorrow night before they go to print. It was requested the board be provided with a copy of the ad and a vote will take place. Social media – we are still having good responses; Twitter was removed in March. John Hall made a motion to take back social media and be handled by someone else; remove the social media right now and use the money somewhere else. Motion did not pass. Caleb we will continue to operate under the contract for another month under the same option – Instagram and Facebook platforms. Caleb entertained a motion – Kendall made motion to continue social media for the month of April and revisit it again at our next meeting and Paul made the motion to proceed with the current media package and to have the promotion committee provide feedback. Motion was seconded by Robert W. Motion passed.

Lisa – Braunvieh World media changes proposal – what do we want the magazine to do for us and what do we want the breed to be known for? Are we a show hobby magazine and all we do is breed for show results? We are struggling to get the magazine produced. Maybe we should take the summer off since it is all about the junior members and go to print in the fall with the directories of producers/breeders. Caleb acknowledge these are a lot of great ideas and a lot of issues. Lisa mainly wants us to begin the discussion and flush it out later. They are just providing some ideas of things for us to think about. John wants to see what they can show and provide us with what they can do this summer. Ron McBee asked how our magazine compares to others breeds. Other associations have a strategic plan with a clear

goal, vision of what they want to accomplish with their publication. They do the publications for cattlemen association, santa gertrudus and Aberdeen. Colby – we need a more clear vision statement going forward. Robert we need to implement it and carry it thru. We still need to support the juniors but they need to put more money into it.

Caleb recommends we send it back promotions committee to see how we can roll this out. We will focus on the summer issue to see what we would like to see. Colby/Robert – April meeting gives us direction on what they want us to see. Paul this is a lot to absorb, let's table it until next month for direction on how to attack it. Caleb, please give the committee our inputs.

Paul would like to entertain a motion to send this back to the promotions committee to evaluate.

Website Audit – Sam has worked on the audit already. To redesign the website will be \$1,040 just to evaluate it and see what we need to do. Paul asked Sam to give us her thoughts and direction to help us make a decision. We will table the decision on the website until we receive more direction. Kendall made the motion to table the website redesign to a later day. Mark W. approved the motion, Robert seconded the motion. Motion passed.

Office Management Report: Jenny Pieniazek – nothing to report.

Ethics Committee: Nothing to report.

Performance Committee/Bull Sale & Testing Committee: nothing to report.

Genomics Committee: John Hall – nothing to report.

Promotion Committee: Kendall, American rancher content was excellent. Colby and John did a great job and were tremendous help. We are still waiting for an invoice from Superior. This was a very good show, great discussion on RFI (very unique) and this was Superiors first time being our editor. Kendall will talk to Roger Lindley – they need to spread out the advertiser more, they were all lumped in this time. Robert/Ron the videos of the cattle were excellent. The next show is the fall and he needs topic suggestions. Also, we need to revisit this every year to see if we would like to continue it. Kendall will work with Roger and the committee for the October show. Consider finding a different speaker as well.

Breeders Guidelines: Paul Prazak – nothing to report.

Registrations / Transfers: Ana Duke – nothing to report

Exhibition – Mark – a couple of things are coming up:

McBee Cattle Company Selection Sale – April 20th in Fayette, MO.

Texas Junior Braunvieh Show will be held on April 26th thru April 28th in Belton, Texas

National Junior Braunvieh Show will be where the will be held June 18th thru June 21, 2019 in Highland, IL. Special show rules updated.

Old Business – none

New Business – Roll out a JBAA Advisory committee – the committee will begin working the day after the Junior National show in Illinois with the host state. The committee will allow for the continuity for keeping things the same. Jessica Johnson Bartley will lead the committee with Tyler Wolken, Molly Russell, Kelsey Russell and Candance Wolken assisting. They are currently working on bi-laws to define in detail what they will be doing. Anyone who would like to help is welcomed.

Caleb motioned to approve the formation of the committee – JBAA Advisory Committee: John Hall approved the motion and seconded by Mark Woken. Motion passed. **Next Meeting** – April 16, 2019 @ 7:30

A made motion to adjourn meeting by Paul P. and seconded by John Hall. Motion passed. Minutes submitted by Ana V. Duke, BAA Secretary

Approved: April 16, 2019