

## Braunvieh Association of America

### Board of Directors Meeting – Teleconference – July 17, 2018 – 7:30 pm

President Mark Nelson called the meeting to order with the following members present, Dwight Alexander, Tim Bagley, Ana Duke, John Hall, Daniel Roberts, Caleb Russell, Stoney Scheer, Kendall Schlake, Mark Wolken, Jeff Zimmerman. Absent were Paul Prazak. Guest present on the call were Larry Lane, Samantha Murnin, Jenny Pieniasek.

**Minutes:** No minutes were ready to be presented from the June 16<sup>th</sup> meeting.

**Treasurer's Report:** Tim Bagley presented the Treasurer's report along with comments that things are close to where they were last year and that the new budget year of Sept 1, 2018 thru August 31, 2019 is fast approaching. Be thinking about things to address or change. Jenny reported on Jr Nationals and that net income was 18,424. Motion was made to approve Treasurer's report as represented. All were in favor so motion carried.

**Braunvieh World/Social Media/ Web Site:** Samantha – Braunvieh World Fall issue will have Jr National results and photos. Ad deadline is Sept 4<sup>th</sup> with mailing around Sept 26<sup>th</sup>. Content will need to be in before Sept 4<sup>th</sup> but will keep board members updated if more articles are needed to fill the space. Social media – Facebook was up 66 likes for June with 885 total likes and 275 page views which was up 150 from a typical month. Twitter a little slower but still good progress with 2530 impressions. 14 new followers on Instagram with a lot of engagements. Samantha and Kendal will visit in regards to getting numbers for the Sale Barn. Will try to come up with a plan to present at next meeting on what additional costs would be for the time it takes for tracking.

**Office Management Report:** Jenny Pieniasek – discussed that Quantum Parentage is adequate and will continue using. There was one on-line inquiry since last time.

**Performance Committee/Bull Sale & Testing Committee:** Stoney – Discussions on when the last time Cow Awards were done. Stoney and Samantha were looking into this to report at next meeting. Stoney is also in process of contacting testing facilities to see who wants to participate in DNA on the bulls.

**Genomics Committee:** John – no further results with Noble Foundation. Discussions took place. John and Mark will try and work the DNA program with Grow Safe. Mark will work with John Geno and Quantum on DNA and or markers for better verification.

**Promotion Committee:** Kendall – American Rancher time slot was not ran as scheduled. Checking on reasons why and that another time slot would be done. In process of gathering items for the new show this fall. Sale Barn – classified section – Jenny not seeing where money is going. Kendal and Jenny will work on finding out what is happening with the account.

**Breeders Guidelines:** Caleb – discussed from years past the lifetime membership with maintenance fee / annual dues paid yearly. Caleb with check into the lifetime membership and directory listing and report back.

**Registrations / Transfers:** Dwight – nothing to report.

**Exhibition** – Mark – working on standard set of rules will have more to report at next meeting. Will need to look for a new Superintendent for the American Royal show this fall.

**International** – Ana – nothing reported

Old Business – discussion on board member candidate letter needing to be out by October 20<sup>th</sup>.

New Business – Statistical Program

Next Meeting – August 14<sup>th</sup> @ 7:30

Caleb Russell made motion to adjourn meeting, seconded by John Hall. Motion carried.

Minutes submitted by Jeff Zimmerman, BAA Secretary