

Braunvieh Association of America

Board of Directors Meeting Minutes

Held on September 28, 2021 @ 7 pm CST via Zoom

President Robert Williams called the meeting to order at 7:02 pm.

**Board Members Present:**

Robert Williams, Colby King, Nesha Smith, Benny Phillips, Caleb Russell, Daniel Roberts, Evan Bartley, Jason Pfeifer, John Hall, plus managing director, Montie Soules

**Board Members Absent:** Bob Gunnett, Mark Wolken, Todd Hill

**Guests Present:**

Larry Lane, Jessica Bartley, Deana Imhoff, Clydene Pittman, Micky Burch, Lisa Bard

**Minutes:**

*The Board unanimously approved the minutes as presented from the August 24, 2021 board meeting.*

**Treasurer Report and Discussions During Treasurer Report:**

Montie discussed financials through August 2021, including year end financials. The end of year comes in as a loss but slightly less than the loss that was budgeted. Actual loss was \$12,259 versus budgeted loss amount of \$13,674. However, it was noted there will be some expenses we will not see moving forward. Also noted total revenue for the year was significantly more than budgeted; BAA had a lot more activity than had projected a year ago. *The board unanimously approved the financials as presented for the month of August 2021.* Montie stated he is working alongside others preparing next year's budget.

**Office Update:**

Montie Soules presented proposed fee schedule, fees that had been discussed in previous meetings but now listed on fee schedule. *The board unanimously approved the new fee schedule as proposed.* A lot of discussion was made regarding show points being posted online, still a work in progress with Digital Beef. A license has been obtained at the cost of \$45/month to prevent things such as an email welcome letter to new member stating welcome to ASA, rather than welcome to BAA.

**Members Awards Committee Report:**

Todd Hill absent.

**Braunvieh World Publication Update:**

Micky Burch and Lisa Bard with Blueprint Media announced they were getting ready for the relaunch of Braunvieh World magazine. First issue planned to be printed end of December. Micky will be in touch soon with the Promotions Committee for editorial ideas. Discussions were made of different topics to be included in magazine; granted, space allowed will still depend on amount of advertisements sold. The board is excited to have magazine published as another form of communication; for example, members will see recent rule changes again.

**Social Media Update:**

Clydene Pittman announced her and Shelby Diehm have been working with newly hired intern, Cammie Stehr. Clydene stated post interactions have jumped, BAA has more followers on Facebook page, and we are up 52% to where we were a month ago with the amount of people reached on Instagram.

**Promotions Committee Report:**

Colby King gave update on upcoming American Rancher to air 10/18/21 – will be new footage and have a different look and think members will be happy with the new stuff.

**Performance Committee Report:**

Evan Bartley gave update on bull test and sale. Bulls were delivered end of August, last count was 31 bulls. Test to begin October and come off end of November. Committee has been working on advertisement schedule. Look for more info on social media.

**International Committee Report:**

Daniel Roberts – nothing to report.

**Exhibition Committee Report:**

Mark Wolken absent.

**Genomics Committee Report:**

John Hall gave update on Arkansas research project. John stated calves are being born, project is growing and ranchers signed contract to continue project for 7 years. Tommy Perkins continues to volunteer with this project; his students will assist with data entry in Digital Beef.

**Breeders Guidelines Committee Report:**

Caleb Russell – nothing to report.

**Registrations and Transfers Committee Report:**

Benny Phillips stated continuing looking at rules to revise, still needs to get with committee.

**Junior Committee Report:**

Jessica Bartley stated committee has been working on a number of things including budget, ice cream social at upcoming Tulsa show, next years Junior Nationals, and merchandise sale. Something new, will only offer merchandise yearly so the design and print will change every year. Also planning on selling merchandise online but have not gotten that process completed yet. JBAA has begun sending out quarterly newsletters.

**Old Business:**

Discussion was made of possible dates for a Field Day to be held next year. Nesha will get with Clydene to get a survey out on social media to determine exact date.

**New Business:**

No new business to discuss.

Next scheduled board meeting to be held 10/19/21.

**Adjourn:**

The meeting was adjourned at 8:11 pm and then Deana Imhoff with Sage Advice Life Coaching began presentation of teaching members and guests how to manage their minds, finding root cause of problem, and helping make permanent changes.

Submitted by Nesha Smith, BAA Secretary

Approved: 10/19/21