

Braunvieh Association of America

Board of Directors Meeting Minutes

Held on Oct 19, 2021 @ 7 pm CST via Zoom

President Robert Williams called the meeting to order at 7:04 pm.

Board Members Present:

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

Board Members Absent: none

Guests Present:

Jessica Bartley, Clydene Pittman, Lisa Bard

Minutes:

The Board unanimously approved the minutes as presented from the September 28, 2021 board meeting.

Treasurer Report and Discussions During Treasurer Report:

Bob Gunnett and Montie Soules discussed financials through September 2021. It was noted income was up for September, loss for the month wasn't as high as budgeted. *The board unanimously approved the financials as presented for the month of September 2021.*

Bob and Montie discussed proposed budget for new fiscal year. Bob announced going into the new fiscal year will be the first year having the whole year of new way of doing things since the transition to the new office. In preparing the budget, still some unknown because there will be a lot of changes in upcoming year including membership fees increasing, THR fees being implemented, new fees and penalties. *The board unanimously approved the new budget as presented.*

Office Update:

Montie Soules stated office is getting prepared to get THR assessments out for members to receive around first of December. Montie has visited with Mickey about upcoming Braunvieh World magazine and will prepare an outline of all the things the board has done this year including the new rule changes that will soon be going into place. Office will continue to get word out to membership of all new rules going to take place January 1, 2022. Discussion was made of plans for national meeting to educate members of some of those new rules. Office is planning to do some zoom meetings to educate membership. There are already some videos online for educating purposes but plan to do additional videos. Discussion was made of show points being listed online. It is a continued work in progress with Digital Beef.

Braunvieh World Publication Update:

Lisa Bard with Blueprint Media said Micky has been working diligently on getting everything relaunched for the Braunvieh World. Discussion was made of getting sales rep, Darren Richmond, contact information posted so that Braunvieh World ads can be placed. Lisa stated already have multiple pieces of editorial in the works including upcoming rule changes and an article in regards to IGS. Plan is to print Braunvieh World beginning of December.

Social Media Update:

Clydene Pittman announced Facebook and Instagram have increased in numbers of people following and also post interaction has increased as well. Currently have 7,558 followers, which is up 2,100 people from last month. Post interaction is up 2,145, that's an increase of almost 1,300. Number of people reached on Instagram has almost doubled since last month. Clydene stated have had two sales that have been advertised, so that's additional income of \$150.

It was brought up of possibly having a Braunvieh app. After prices were discussed, decided should put this on wishlist. For now, we will continue to use other avenues of communication.

Promotions Committee Report:

Colby King stated American Rancher aired new show 10/18/21 – costs for that show were lower than previous shows. Also having \$4,000 in advertisement income for American Rancher helped lower total cost to BAA. It's in the works to discuss future contract with Superior. Colby has talked to Micky in regards to Braunvieh World; seems there will be plenty of content within.

Performance Committee Report:

Evan Bartley gave update on bull test and sale. Test began October 1. Data is currently being collected but first report has been delayed due to a technical difficulty.

International Committee Report:

Daniel Roberts – nothing new to report.

Exhibition Committee Report:

Mark Wolken announced upcoming sales including Brinks, McBees, and Herdbuilder. Mark announced NAILE show in KY will be November 18. Eddie Zeigenbein joined call to give update of NAILE entries and also shared information on the auction to benefit the juniors at NAILE. Eddie commended NAILE for working with him on helping to reduce fees for show and providing some banners. Eddie reminded board, NAILE has BAA on a two year probation period. For the first two years back at NAILE, juniors will only receive premiums we raise but after two years, NAILE will match us what we put towards premiums. Mark stated had 55 entries at American Royal – lower than normal due to Royal being held a week earlier. Mark has been working with Holly at Cattle in Demand for our national sale to be held January 16, 2022 in Fort Worth.

Robert announced at next years NCBA in February, going to do something a little differently. IGS will have a large area like an IGS mainstream; there will be several breeds that will have their booths in that area. BAA will be a part of the IGS umbrella at NCBA in the high traffic area.

Genomics Committee Report:

John Hall stated nothing new to report.

Breeders Guidelines Committee Report:

Caleb Russell stated nothing to report.

Registrations and Transfers Committee Report:

Benny Phillips announced he had some requests for the committee to revisit July board decision regarding the switch to AGM and timing of implementation to be a Purebred animal. Benny had visited with each committee member and all believe should not reverse any decisions made from July meeting; however, a year or two into the changes, if it's to where the 86% can be achieved earlier, then maybe at that time can revisit. It is crucial we continue to educate the members why changes were necessary and what those changes consist of so that all members can plan accordingly.

Board then reviewed proposed rule changes from committee for sections 5, 6, 7, and 8. Committee has been working to clean up/update all rules.

Section 5 Revision

Benny on behalf of the Registrations and Transfers Committee with assistance of Montie gave overview of proposed revisions to section 5 – Transfers of Registrations in BAA Rules and Regulations. *The Board unanimously approved the recommendation from the Registrations and Transfers Committee presented by Benny Phillips, Chair to revise Section 5 of Rules and Regulations – Transfers of Registrations. Section 5 was approved by board from working draft that was presented. Working draft contained old rules and proposed new rules – section will be cleaned up, removing notes and old rules that are deleted, adding new rules that have been discussed and approved. See attached final copy of approved rule change to section 5– Transfers of Registrations.*

Section 6 Revision

Benny on behalf of the Registrations and Transfers Committee with assistance of Montie gave overview of proposed revisions to section 6 – Artificial Insemination (AI) in BAA Rules and Regulations. *The Board unanimously approved to table Section 6 revision. Committee will revise and resubmit at a later date.*

Section 7 Revision

Benny on behalf of the Registrations and Transfers Committee with assistance of Montie gave overview of proposed revisions to section 7 – Embryo Transfer (ET) in BAA Rules and Regulations. *The Board unanimously approved to table Section 7 revision due to some of the same issues as Section 6 that were tabled. Committee will revise and resubmit at a later date.*

Section 8 Revision

Benny on behalf of the Registrations and Transfers Committee with assistance of Montie gave overview of proposed revisions to section 8 – DNA Parent Verification in BAA Rules and Regulations. *The Board unanimously approved the recommendation from the Registrations and Transfers Committee presented by Benny Phillips, Chair to revise Section 8 of Rules and Regulations – DNA Parent Verification. Section 8 was approved by board from working draft that was presented. Working draft contained old rules and proposed new rules – section will be cleaned up, removing notes and old rules that are deleted, adding new rules that have been*

discussed and approved. See attached final copy of approved rule change to section 8– DNA Parent Verification.

Junior Committee Report:

Jessica Bartley gave update of recent shows at Tulsa and Kansas City. JBAA took juniors to get ice cream in Tulsa and handed out goody bags in Kansas City. This type of involvement keeps up engagement and lets juniors know JBAA is there for them.

Jessica stated she has been in search of donation heifer for next year’s fundraiser for Junior Nationals; the donation heifer is their largest fundraiser. Jessica explained how last year’s donation heifer was done.

Committee has been working with Eddie Zeigenbein in regards to the NAILE show and benefit auction for the juniors at NAILE.

Old Business:

Robert Williams followed up with Nesha Smith in regards to next year’s Field Day. Nesha stated had given Clydene possible dates so that Clydene can post a survey online to allow membership to vote on their best date. Nesha welcomed any ideas from all.

New Business:

Robert Williams said example of ballot was sent out to board for review. Discussion was made of membership signature on ballot being a privacy concern but it was called out, the bylaws read ballot will only be valid if it is signed by member. Therefore, it will remain a requirement until bylaws are revised. Furthermore, bylaws state ballot may be cast in person or by mail. It was discussed since having both options available; have to know who had submitted mail ballot to prevent from a second ballot being submitted in person at annual meeting.

Robert Williams announced proposed scheduled board meeting to be held in November but due to scheduling conflicts, next scheduled meeting will be held beginning of December.

Adjourn:

The meeting was adjourned at 9:27 pm

Submitted by Nesha Smith, BAA Secretary

Approved: 12/14/21