

Braunvieh Association of America

Board of Directors Meeting Minutes

Held on December 14, 2021 @ 7 pm CST via Zoom

President Robert Williams called the meeting to order at 7:05 pm.

Board Members Present:

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

Board Members Absent: Daniel Roberts

Guests Present:

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

Minutes:

The Board unanimously approved the minutes as presented from the October 19, 2021 board meeting. Note, no meeting held in November 2021 due to scheduling conflicts.

Treasurer Report and Discussions During Treasurer Report:

Montie Soules discussed financials for months of October and November 2021. The financials are showing a little behind budget but income and expenses have both been up. Question was asked regarding American Rancher advertising income and expenses. After discussion, decided something is off with income/expenses for American Rancher so will discuss with accountant to correct issue. *The board unanimously approved the financials as presented for the months of October and November 2021 with the note, need to look into American Rancher activity.*

Braunvieh World Publication Update:

Lisa Bard and Micky Burch with Blueprint Media gave update. Braunvieh World with the National Sale catalog went to the printer 12/14/21 – publications should be mailed out week after Christmas. Lisa stated will have some extra copies – BAA office will receive some for new membership packets, Holly Alford and consignors will get some copies for the national sale in January, and Darren Richmond will take a few to hand out where he visits as part of his marketing. Discussions were made of when and what links to be posted for the Braunvieh World publication and National Sale catalog.

Social Media Update:

Clydene Pittman went over social media activity. Numbers have steadily increased. Since August, started with 6,384 people reached a month and now up to 30,442; started with 880 people engaged monthly and now up to 3,353; started with 152 page views but now up to 445. Instagram activity has also increased. Noted when Fort Worth Stock Show shared our daylight savings time post, we jumped up to 45,000 people reached. Clydene also stated had income of \$250 during this period. Clydene announced intern's semester is almost up but intern agreed to stay another semester for same amount of pay. Intern has been a great asset helping with many activities. Board agreed to keep intern on for another semester. Clydene will soon be working to sell banner ads online.

Promotions Committee Report:

Colby King stated had been working with Blueprint Media on the Braunvieh World publication. Committee will soon be talking to Superior to discuss renewal of contract. Discussion was made of other options to consider for promotion of the breed. Dwight Alexander will head the BAA booth at the upcoming Southwest Cattle Raisers Convention. Discussion was also made of the BAA booth at the upcoming NCBA convention; will need to figure out what type of display to be used there.

Performance Committee Report:

Evan Bartley gave update on bull test and sale. Technical difficulty was resolved at PX, bulls are being ultra sounded, and everything is moving along as planned. Still need to video and take photos of bulls. Evan stated committee is planning on meeting at Fort Worth next month to go through the numbers and sort the bulls to make sale but others recommended doing it sooner. It was asked if a spring test date had been set, Evan stated no further dates have been set as of now.

International Committee Report:

Daniel Roberts not present.

Exhibition Committee Report:

Mark Wolken announced several upcoming shows including Cattlemens Congress in OKC, National Western in Denver, Forth Worth, San Angelo, and Houston. Mark stated he has been working alongside Clydene and intern to get caught up on last couple years awards. Mark gave update of upcoming National Sale in Fort Worth. Discussion was made of what type signs to be used at National Sale.

Genomics Committee Report:

John Hall announced nothing to speak of genomics wise but did bring up the question how do embryos play a part in the new rules going into effect January 1, 2022. Several discussions were made and it was determined will need to make a decision in the next board meeting.

Breeders Guidelines Committee Report:

Caleb Russell stated nothing to report.

Registrations and Transfers Committee Report:

Benny Phillips announced as Nesha gave highlights of the minutes from previous meeting, committee made recommendations of revised sections 5,6,7,8 with 5 and 8 revisions approved; however, sections 6 and 7 were not approved due to the wording proposed regarding genetic defects. Following some additional revisions, Benny on behalf of the Registrations and Transfers Committee proposed the revisions to sections 6 and 7. *The Board unanimously approved the recommendation from the Registrations and Transfers Committee presented by Benny Phillips, Chair to revise Section 6 of Rules and Regulations – Artificial Insemination (AI) and also revise Section 7 of Rules and Regulations – Embryo Transfer (ET). The working draft contained old rules and proposed new rules – sections 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 6 and section 7.* Benny stated BAA has 12 sections of the rules and regulations and the board this year has now approved a total of 8 revised sections. Benny announced at this time, committee will wait to further revise sections 9-12.

Question was asked regarding timeliness of completion of what was previously called POP but now referred to as THR assessments. The January 31 deadline to complete member's

assessments is quickly approaching. After January 31, penalty will be applied. It was discussed we will have to continue to educate/promote this rule change to the membership. Montie said the office is working on completing a few video tutorials to be posted online. The rule changes will also be published in the upcoming Braunvieh World publication. The rule changes have also been sent out via eBlasts and posted on social media. Then there will also be some education done at the annual meeting in January.

Junior Committee Report:

Jessica Bartley gave update in regards to the raffle heifer fundraiser. Heifer has been donated by Benny Phillips for 2022 Junior Nationals. Committee has been discussing plans of an upcoming fundraiser auction to be held. In January 2021, BAA had an online auction to raise funds for new website. With its success, BAA is offering JBAA to host the auction this year. Jessica announced thoughts to promote auction at Fort Worth and then possibly have online auction in February. JBAA has sent out Junior National sponsorship requests and is excited with the responses received. Todd shared his conversation he had with Jessica – Todd plans to donate the next year's raffle heifer.

Members Awards Committee Report:

Todd Hill discussed what him and committee were proposing in regards to upcoming awards. Todd said the vision was to give some type of framework to apply to these awards making a few qualifications to meet. Todd gave overview of criteria for four different awards including Breeder of the Year Award, Heritage Builder Award (similar to previously called New Breeder of the Year), Braunvieh Merit Award (similar to previously called Enthusiasm award but encompasses other aspects), and Braunvieh Spark Award (this one basically recognizes the member who sponsors the largest of new members). Other awards that would like to work on in the future would include recognizing superior animals. Todd stated the committee recommends the board to adopt this new framework but note it is still a working document and there can be changes made. *The Board unanimously approved the recommendation from the Members Awards Committee presented by Todd Hill, Chair to adopt this framework.*

Old Business:

Robert Williams followed up with Nesha Smith in regards to next year's Field Day. Nesha stated Clydene had published a survey – had a good number of responses – determined May 21, 2022 will be the date. The survey also revealed what members would like to see. Two big topics were AI/embryo work and also marketing. Nesha has scheduled a speaker to come educate members of AI/embryo work but is still working on the marketing speaker. Nesha welcomed any ideas.

New Business:

Robert Williams asked for any other new business to discuss. No reply so it was announced next proposed scheduled board meeting to be held in Fort Worth the morning of January 16, 2022.

Adjourn:

The meeting was adjourned at 9:57 pm

Submitted by Nesha Smith, BAA Secretary

Approved: 1/16/22