

Braunvieh Association of America

Board of Directors Meeting Minutes

Held on February 15, 2022 @ 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, Benny Phillips, Daniel Roberts, Deana Imhoff, Jason Pfeifer, John Hall, Molly Mirassou, Todd Hill, plus managing director, Montie Soules; Larry McAfee joined after closed session

Board Members Absent: Bob Gunnett

Closed Session:

Began meeting with closed session to discuss the fulfillment of recent board member vacancy following Evan Bartley's resignation. Motion was made to appoint Larry McAfee to the board vacancy to fulfill Evan Bartley's remaining term. *The board approved the motion: Larry McAfee to serve the remainder of Evan Bartley's term.*

Following closed session at 7:20 pm, newly appointed board member Larry McAfee joined the meeting. Guests allowed to join at that time also.

Guests Present:

Molly Russell, Lisa Bard, Clydene Pittman, Randy Allgood, Marilyn Brink, Mark Nelson, Larry Lane

Minutes:

The Board unanimously approved the minutes as presented from the two board meetings held on January 16, 2022, one meeting held with previous directors prior to annual meeting and other meeting held after annual meeting with the newly elected directors.

Junior Committee Report:

Jessica Bartley absent so Molly Russell gave report. Online fundraiser auction had just ended – had a total of 241 bids with 31 bidders and total auction proceeds were \$6,675.50. General sponsorship for Junior Nationals is open; a letter went out to each member. Have had a handful of sponsorships returned. Committee is currently working on information packets and raffle tickets for the raffle heifer donated by Benny Phillips. Location for the 2023 Junior Nationals has been booked and will be announced at this year's Junior Nationals.

Braunvieh World Publication Update:

Lisa Bard with Blueprint Media stated Darren Richmond had told her BAA had a fabulous annual meeting in Forth Worth and while there, he enjoyed meeting breeders and getting pictures to get posted on social media. Darren has mentioned several times he has really enjoyed working with BAA. Darren requests to continue meeting breeders and taking more Braunvieh photos. Lisa stated Blueprint Media was very pleased with the winter issue of Braunvieh World. BAA did receive the 5% royalties of ad sales which amounted to \$500. The issue consisted of 24 pages of magazine and 20 pages of national sale catalog. Positive reviews were given of the

magazine. Lisa stated Blueprint met a few weeks ago to discuss the next publication which will be the membership directory issue. Lisa gave a couple dates: looking at going to print June 30, 2022; therefore, ad deadline would be June 8. It was discussed spring sale reports could be listed in upcoming publication along with pictures from upcoming Field Day. Costs were discussed of producing publication. Discussion was made of getting more people added to the mailing list to receive Braunvieh World.

Social Media Update:

Clydene Pittman went over social media activity. Currently have 1,834 likes that are following BAA, that's up 31 people this month. Have reached 8,150 people this past month, had 2,375 engagements for the month, 526 page views and Instagram was at 328 which was down a bit this last month. Clydene stated have begun getting people scheduled promoting their spring sales but still need to get some pricing finalized and get those fees added to fee list. Recently, have started to push the National Bull Sale but waiting on pictures and videos. BAA had good results with National Sale event on facebook, reached 3,968 people.

Treasurer Report and Discussions During Treasurer Report:

Montie Soules had emailed financials for month of January and year to date. Montie stated membership responded well to the THR assessments, revenue was \$12,900 but had only budgeted \$3,700. Overall, had a good month, net income was \$5,879 but had only budgeted \$4,078. Net income YTD was \$20,030 but only had budgeted \$1,914. *The board unanimously accepted the financials as presented for the month of January 2022.*

Montie stated the interest on CD was mistyped; he confirmed current CD interest is actually .60 rather than .06 which is still not great but it's better than thought. Montie recently visited with Edward Jones to discuss different options to increase funds. It was recommended to leave some in CD in case needed quick access to cash and invest remainder of CD in something with better interest rates. Finance committee to look further into.

Different discussions included all transfers are now completed from National Sale and Jim can make a button online so that members can donate to Junior Braunvieh Association.

Corporate Philanthropic Committee Report:

Randy Allgood gave update, still gathering thoughts and working on committee list. Randy gave names of some committee members but still working to finalize list. Randy announced list of shows that hold Braunvieh Junior shows and stated we need all the national shows to have Braunvieh Junior shows. Randy will reach out to San Antonio soon to ask what it will take to have Braunvieh showing again in San Antonio. Randy stated 501c3 still needs addressed. Montie gave brief summary of what consists of obtaining a 501c3. Mark Nelson stated BAA previously had 501c3 in Nebraska years ago but not sure of current status. Mark Nelson received word from Stoney during meeting, Stoney originally got the 501c3 established years ago and believes it's still active. Mark will pursue and relay information back.

Exhibition Committee Report:

Marilyn Brink gave update of who has committed to serve on exhibition committee so far. Marilyn stated with the recent BAA rule changes, the special rules that go into premium books for Braunvieh shows needed updated. Marilyn, chair on behalf of the committee brought forth recommendation as shared in email. The proposed special rules revised to have fractions removed from description of Braunvieh cattle and will state the following: animals must be Fullblood or Purebred to qualify for FB/PB Braunvieh show. Braunvieh Beef Builders will be shown in a separate Beef Builder show. Cattle recorded as "Braunvieh Influence" with a "BI"

prefix are not eligible. *The board unanimously approved to accept the rule update as Marilyn printed and sent in email.*

Other discussions included committee will work on terms and conditions for BAA sales to be published and be listed on BAA website. Committee will also begin looking at next years National Sale from location of sale site to management of the sale.

Registrations and Transfers Committee Report:

Benny Phillips asked if board members received email of the proposed amendment to adding BI prefixed animals. Several discussions had of what definition to use for a registered Braunvieh to give clarity of newly added prefix, BI. Committee will work on definition. Committee also plans to work on updates for four more rules under Rules and Regulations. The complete committee member list will be announced by next board meeting.

Breeders Guidelines Committee Report:

Daniel Roberts had nothing to report other than working on committee list.

Performance Committee Report:

Mark Nelson stated currently working on committee member list and will have to all by next board meeting. Mark stated basic direction for committee to focus on will be bringing data into evaluation and believes the sire evaluation project in northwest Arkansas will be very beneficial. Mark plans for committee to interact with Genomics committee – believes it's important to bring 100k tests to a standard so that genomically enhanced EPDs can be taken to a new level.

Mark Nelson mentioned there will be a subcommittee within the Performance committee. It will be the bull test/sale committee, chaired by Todd Hill. Performance committee will oversee the bull test/sale committee.

Due to Todd Hill having to leave during board meeting, Mark Nelson gave report of bull test/sale committee. Bull sale consisting of 18 bulls set for March 12, 2022, pictures and videos to be done next day, banner ad to be up soon, Gulf Coast magazine ad being designed next day, working on scheduling semen and trich tests but not getting done too soon – will do the tests and have it on health papers - will be within 30 days of sale date.

Discussion was made of adding other bull tests into national test program.

Genomics Committee Report:

John Hall announced bringing on Scott Blair as part of the committee to help if there are any health issues. Committee will be following up with Mark Nelson working on performance committee. John stated it's been interesting how many sire verifications have been missed and recorded incorrectly, not necessarily done on purpose but by accident. Sire verifications have been corrected and shows it is working and bettering the breed.

Promotions Committee Report:

Colby King stated needed to get some pricing together. Committee to call Superior soon and see when next American Rancher will run; therefore, will be reaching out for advertisement. It was suggested need to create a campaign about the Braunvieh Female and maybe look at alternate advertising. Several discussions were made of various advertisement routes including involving the juniors and their speaking abilities.

Other topics included adding show pictures to website but will need to find out what space is available online. Montie will touch base with Shelby and website provider.

International Committee Report:

Nothing to report.

Members Awards Committee Report:

Todd Hill had to leave meeting – nothing to report.

Old Business:

Robert Williams asked Nesha Smith of any Field Day updates. Nesha stated Darren Richmond would be doing a presentation at Field Day.

New Business:

Robert Williams asked for any other new business to discuss. No reply so next proposed scheduled board meeting was discussed – it was asked if March 22, 2022 would work. No objections made.

Adjourn:

The meeting was adjourned at 9:42 pm

Submitted by Nesha Smith, BAA Secretary

Approved: 3/22/22