

Braunvieh Association of America

Board of Directors Meeting Minutes

Held on March 22, 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, Larry McAfee, Molly Mirassou, Todd Hill, plus managing director, Montie Soules

**Board Members Absent:** Bob Gunnett

**Guests Present:**

Jessica Bartley, Micky Burch, Clydene Pittman, Marilyn Brink, Mark Nelson, Larry Lane

**Minutes:**

*The Board unanimously approved the minutes as presented from the board meeting held on February 15, 2022.*

**Junior Committee Report:**

Jessica Bartley gave updates. Stated biggest concern sponsorships for Junior Nationals are very down this year. Without sponsorships, can't proceed with ordering prizes, buckles, shirts, etc without those funds. Committee has been gathering information on donation raffle heifer so that raffle tickets can be made and mailed out to juniors to sell. Junior National show rules are not updated on website at this time but plan to do so within the next two weeks. Scholarship applications and board of director applications will be going live this week.

**Braunvieh World Publication Update:**

Micky Burch stated Blueprint Media has been working on summer issue of Braunvieh World which will be membership directory. Discussion was made of what information will be in the summer issue. There will be a preliminary story board in May meeting. Deadline dates announced: ad sales close 6/8, editorial due 6/14, print date 6/30. Ideas discussed where to pull contacts from to add to publication mailing list. Discussion was made of what contact information to be included in membership directory. Agreed individual names need to be listed with farm names. It was recommended to send email eblast out to notify membership to update their contact information. Micky to send list to Montie of what information needs to be pulled from Digital Beef so that a dry run of membership directory can be completed.

**Social Media Update:**

Clydene Pittman gave report of recent social media activity. Gained another 40 people that liked the page, reached 61,011 people last month which was up 650%, engagements of BAA posts up 250%, page view and Instagram up as well. Overall, there was a large increase in activity mostly due to advertisement of BAA bull sale. More people beginning to promote their sales and ranches but could take on more. Clydene and Shelby in office are planning on working together to get calendar on website functional.

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

Montie Soules had emailed financials for month of February. YTD profit much higher than budgeted. Although financials look stronger than had planned, remind self cannot get complacent as changes in our world and cattle industry are occurring daily. *The board unanimously accepted the financials as presented for the month of February 2022.*

### **Other Office Updates:**

Montie Soules announced Cassie Reid will be main contact person in BAA office to offer better service to Braunvieh membership. DNA activity was up but will see it slow down. Neogen had to bring in additional help to assist with processing data – seen results had quicker turn around once Neogen received more outside help.

### **Corporate Philanthropic Committee Report:**

Randy Allgood not present but Mark Nelson gave update regarding 501c3. Mark had spoken with Stoney and David Hall regarding TBA 501c3. Mark believes it will be best to begin new application process of 501c3 for BAA.

### **Exhibition Committee Report:**

Marilyn Brink stated '21-'22 show season wrapped up at Houston Livestock Show. Committee is continuing to welcome new proposals for sale management. Marilyn stated needed to put a list together to determine what shows BAA would be financially responsible for. How much is BAA willing to pay?

### **International Committee Report:**

Dwight Alexander not present.

### **Registrations and Transfers Committee Report:**

Benny Phillips stated committee had spent large amount of time to determine minimal percentage of AGM required registering an animal under the new BI rule. *After considering others recommendations and factors, Benny Phillips, chairman of committee brought forth recommendation to amend and update rule defining Braunvieh Influencer (BI). Any animal that fails to meet the minimum AGM requirement of 20% under the Beefbuilder classification, that animal can be registered under a new category, Braunvieh Influencer (BI) if the sire or dam of said animal is a registered Braunvieh. The definition of a registered Braunvieh, is an animal that has 20% or greater listed for their AGM (Actual Genetic Makeup). For clarity of this rule that does not include P prefix animals as they are not registered and are recorded for performance purposes. The board unanimously approved the recommendation from the Registrations and Transfers Committee presented by Benny Phillips, Chair.*

### **Performance Committee Report:**

Mark Nelson announced committee members consisting of himself, Katy Williams, Todd Hill, Bob Brink, Kellen Davis, and Mason from West Texas A&M.

Todd Hill on subcommittee, bull test and sale committee gave update of recent bull test. Todd was pleased it went off without a hitch, learned a lot, and will start planning for next event which will include looking into different sale platforms. Todd said buyers from the sale were primarily new to Braunvieh. The facebook advertisement for the bull sale gained exposure for the breed.

**Genomics Committee Report:**

John Hall stated genomics is pretty well set, just trying to follow protocol.

**Breeders Guidelines Committee Report:**

Daniel Roberts had nothing new to report.

**Promotions Committee Report:**

Colby King stated received an email regarding Farm and Ranch Connection advertising. Colby said this is a type of advertisement breeders may use; BAA office might send out eblast letting membership know there are advertisement opportunities such as this.

Colby announced committee members consisting of himself, Todd Hill, Eddie Zeigenbein, and Tyler Lister. Committee will be looking at options from TV standpoint – how to do it and how to pay for it.

**Old Business:**

Robert Williams brought up items that were on the follow up list. All items were covered in meeting with the exception of a few. Finance committee to still discuss possibility of better investments rather than the CD. Digital Beef still needs button created for option to donate to Junior Association. Mark Nelson and exhibition committee still need to update sales terms and conditions. Still need to do video of importance of 100k tests but discussion was made of Chip with IGS possibly helping with this. Will also need to be in touch with website design to see if space available to add pictures to site.

Nesha Smith gave Field Day update – steer has been delivered for processing as Smiths will be providing lunch, RSVP's have began coming in, planning on full day of events starting at 9 with check in beginning at 8 on May 21, 2022.

**New Business:**

Robert Williams asked for any other new business. It was mentioned if we could show Quantum data in registry. Montie will look into further. Dates were given of upcoming sales for month of April – will be a busy month. Discussion was had regarding bred and owned cattle. Registry system should keep bred and owned straight.

The next proposed scheduled board meeting is scheduled for April 19, 2022.

**Adjourn:**

The meeting was adjourned at 9:02 pm

Submitted by Nesha Smith, BAA Secretary

Approved: 4/19/22