

Braunvieh Association of America

Board of Directors Meeting Minutes

Held on April 19, 2022 @ 7 pm CST via conference call

President Robert Williams called the meeting to order at 7:10 pm.

Board Members Present:

Robert Williams, Colby King, Nesha Smith, Benny Phillips, Bob Gunnett, Daniel Roberts, Deana Imhoff, Jason Pfeifer, John Hall, Molly Mirassou, Todd Hill, plus managing director, Montie Soules

Board Members Absent: Larry McAfee

Guests Present:

Clydene Pittman, Eddie Zeigenbein, Jessica Bartley, Larry Lane, Marilyn Brink, Micky Burch, Randy Allgood, Tyler Lister

Minutes:

The Board unanimously approved the minutes as presented from the board meeting held on March 22, 2022.

Junior Committee Report:

Jessica Bartley announced all information regarding Junior Nationals is now online – entries are open and have already received a couple entries. Raffle tickets were mailed out to juniors for them to sell. Many Junior National sponsorships are still available; committee is asking for assistance in spreading the word. Jessica stated a few has brought to her attention the Junior Nationals could be funded with the funds already in JBAA account but Jessica explained those funds are there for emergency use. The goal each year is to raise the funds to cover current year's expenses.

Discussed two donation heifers offered. One heifer is being donated by Larry Lane, consigned in upcoming Springfield Sale, and proceeds going to the Ozark Empire Fair show. Another heifer has been recently donated by Larry McAfee with proceeds going to Junior Nationals. Discussion was made of several different sale options for Larry McAfee's heifer.

Braunvieh World Publication Update:

Micky Burch stated Blueprint Media did a dry run from membership list at office – ended up with 6 pages for membership directory. Micky announced would be working on story board before next board meeting. Darren Richmond will be selling ads for the upcoming summer issue of Braunvieh World.

Social Media Update:

Clydene Pittman gave update of social media activity – up to 1,896 likes, that's up 22 people from last month, have 6,736 people reaching monthly, had 868 engagements for the month, Instagram holding steady at 335. Clydene requesting more people to like and share Facebook posts to keep interaction up. Also have a few more spring sales to advertise next couple months. Shelby is beginning to work on hotel blocks at point shows on the calendar events on BAA

website. Clydene announced the intern only has six weeks left but is open to staying longer. Intern has not asked for pay increase but Clydene stated intern goes above and beyond and was curious if might could give her pay increase. Different discussions were made but determined to wait till May to decide how to proceed with internship.

Treasurer Report and Discussions During Treasurer Report:

Montie Soules had emailed financials for month of March 2022. Noted the month did not keep the momentum we had been having since fiscal year began but was not a horrible month either as March still came out positive. Year to date profit is higher than budgeted amount. Montie pointed out \$1,140 remaining in the account of PX Bull Test/Bull Sale after all income received and expenses paid. Discussion was made that account should have come out as a wash ending with a zero balance; therefore, Performance Committee will work with Montie and accountant to double check all transactions. Once confirm remaining balance, that balance will be distributed among the bull consignors. *The board unanimously accepted the financials as presented for the month of March 2022.*

Office Updates:

Montie Soules gave update from last meeting when it was requested Quantum results be entered into registry. Montie confirmed with Digital Beef there is a download that got made and data can be dropped in. However, there have been issues of only receiving 68-74 markers but need minimum of 78 SNP markers to verify parents. As long as there are no exclusions, will assume that animal is parent verified; however, BAA office will note with an asterisk (*) of these animals.

Office is working on new process for members to submit DNA by filling out form and saving document as a PDF and then printing and mailing form with DNA in all hopes to decrease mistakes. Office will run through Shorthorn office before exposing it to BAA to work out any possible issues. Once complete, BAA office will notify membership with tutorial video. Other announcement, Cassie Reid has taken over the bulk of BAA activities and that is working quite well.

Corporate Sponsorship Committee Report:

Randy Allgood announced he recently met with the delegation from the United Kingdom and a Braunvieh Junior Member has an invitation to travel abroad to assist with their upcoming show season in the UK, lasting 2 months. Randy stated there were about 10 juniors interested but only one qualified who had passport in hand and also fully vaccinated. Randy gave name of junior participant; her family agreed to pay half of the round trip flight but Randy told family we would figure out how to pay remaining travel. Once United Kingdom natives come back to US, they have requested to take a Braunvieh tour so Randy gave heads up he would be in touch with some breeders to visit their farms.

Randy stated he recently had an impromptu meeting at Texas State Show with interested parties regarding the newly formed sponsorship committee, one interested being Tyler Lister which Tyler agreed to serve as a sub-committee member. Tyler since then had been in touch with an attorney. During board meeting, Tyler asked multiple questions as to how things currently are set up and ran to get a better understanding on how to move forward. BAA is looking to form 501(c)3. After much discussion, agreed to let sub-committee, the legal committee, do further work to move forward.

At a later date, May 8, 2022, all board members received an email from Robert Williams requesting their vote regarding an email sent from committee chairman, Randy Allgood, and

sub-committee member, Tyler Lister. Email confirmed BAA is currently structured as a 501(c)6 filed in state of Nebraska and brought forth following recommendation. *Recommendation was made from the committee to proceed with the establishment of the JBAA as a 501(c)3 non-profit corporation; furthermore, recommendation that BAA would be the oversight and managing entity of the JBAA 501(c)3 entity. On May 10, 2022, Robert Williams confirmed committee recommendation was approved by board and committee may proceed with the next steps in obtaining proper CPA.*

Planning Committee Report:

Deana Imhoff said importance of planning committee is to have a lot of items discussed before hand to make board meetings move faster. So many decisions need to be made at a committee level she stated and her role is we set the goals but those goals have to be measurable. Committee will plan to have everything in one location, setting up some form of live communication.

Exhibition Committee Report:

Marilyn Brink stated show points have been tabulated for the recent completed show season. Fort Worth is already reaching out to Braunvieh to see what our commitment will be for next year's show. Dates of next January shows were discussed as apparently, it seems shows are landing same days as each other. Therefore, it is possibility to remove Braunvieh show from National Western premium book for next years show due to conflicting dates with Cattlemen's Congress. It was mentioned Fort Worth would be National Sale and Show.

International Committee Report:

Dwight Alexander not present but Robert did give announcement Australian Association wants to get into our database - basically they want our EPD's. Montie has forward onto Digital Beef. Once Digital Beef gets back with details, we can decide at that time what to do.

Registrations and Transfers Committee Report:

Benny Phillips had nothing to present at this time; however, did state committee is beginning to work on last four regulations.

Breeders Guidelines Committee Report:

Daniel Roberts – nothing to report.

Performance Committee Report:

Mark Nelson absent so Todd Hill gave report – will talk to Jason Pfeifer regarding sale platforms. Todd also stated he would be in touch with Clydene Pittman to see what bills have been incurred and then the office can distribute remaining funds to consignors in recent bull sale.

Genomics Committee Report:

John Hall stated just trying to follow protocol and seems to be working well. John announced could use couple more bulls at Northwest AR sire evaluation project if anyone interested in nominating a bull. Cost to nominate is \$750 and 30 straws of semen. John gave update of plans to breed last week of May so would need nominated bulls mid May. It was asked if any calves from project have been sent to feedlot yet. Plan is to wean this fall and then go to feedlot next March.

Promotions Committee Report:

Colby King stated Superior Livestock provided new rates to air American Rancher. Prices have increased significantly. However, they do have other promotions worth looking at. It was

mentioned BAA could make a proposal to Superior, our own offer to Superior. The committee will discuss further and bring back to board.

Old Business:

Robert Williams and Nesha Smith went over follow up list from last board meeting. Some items had since then been addressed while others are still work in progress.

New Business:

Robert Williams gave possible dates of summer in person board meeting to be held in OKC. An email will be sent to all board members to vote on date preferred.

The next proposed scheduled board meeting is scheduled for May 17, 2022.

Adjourn:

The meeting was adjourned at 9:24 pm

Submitted by Nesha Smith, BAA Secretary

Approved: 5/17/22