

Braunvieh Association of America

Board of Directors Meeting Minutes

Held on May 17, 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, Neshia Smith, Benny Phillips, Bob Gunnett, Deana Imhoff, Jason Pfeifer, John Hall, Larry McAfee, Molly Mirassou, Todd Hill, plus managing director, Montie Soules

**Board Members Absent:** Daniel Roberts

**Guests Present:**

Clydene Pittman, Eddie Zeigenbein, Jessica Bartley, Jessie Topp-Becker, Kelsey Russell, Larry Lane, Marilyn Brink, Randy Allgood, Tyler Lister

**Minutes:**

*The Board unanimously approved the minutes as presented from the board meeting held on April 19, 2022.*

**Junior Committee Report:**

Jessica Bartley thanked everyone that was a part of adding value group that bought donation heifer at Midwest sale, heifer donated by Larry McAfee – group purchased heifer for \$5,000 but then donated back, sold again for \$2,000 so heifer brought in total of \$7,000 – almost double in premiums from last year’s Junior Nationals.

Jessica gave Jr National updates. The sponsorship deadline has been extended through the upcoming weekend. It was asked how much sponsorship still needed – quite a few still available. Something new to this year’s Junior Nationals, Kelsey Russell is designing a program to be given out to those in attendance. JBAA will be getting details out on how to purchase an ad, exhibitor spotlight, or shout out within the show program. Late entries are due May 30. Currently, entries are slightly less than last year’s Junior Nationals. All 1,000 originally ordered raffle tickets have been distributed to juniors and have had some juniors request extra tickets so that is a good sign. Jessica discussed what Junior National expenses had been paid to date and what expenses still have to be paid.

Jessica stated had 6 Junior Board of Director applications submitted – those applicants will be interviewed at upcoming show and junior attendees will vote.

**Braunvieh World Publication Update:**

Jessie Topp-Becker stated Blueprint Media continuing to work on Braunvieh World summer issue. Jessie confirmed what information needed in membership directory. Jessie announced one idea for an article would be to interview 3 or 4 breeders to share information regarding their operation, their likes, and why they would invite others to the breed. Discussion was made of what type breeders to interview (registered breeders versus commercial cattlemen). Jessie stated

one article in publication will be winning news articles written by juniors at Texas State Show this year. Other information to be included in summer issue will be updates from BAA office such as a tutorial how to submit DNA samples, recap from upcoming Field Day. Blueprint Media planning on the summer issue being 32 pages with 6 of those pages being the membership directory, 14 pages being ads, and remaining being editorial.

### **Social Media Update:**

Clydene Pittman gave update of social media activity – up to 1,910 people, monthly reach was higher, have 9,082 (that's about 3,000 more than last month), engagements almost doubled, had 231 page views and on Instagram, that was 233. Clydene gave thanks to all those who have shared posts as it helps get more people reached.

Clydene gave other updates. Shelby corrected address when you search BAA on website, now reads Kansas, not Texas. Clydene has been in contact with Robert to set up a Google doc so that people can sign up to get Braunvieh World. Cammie is working on promotional Facebook video.

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

Montie Soules had emailed financials for month of April 2022. Bob Gunnett announced BAA above budget for April, both net and gross. Bob stated just business as usual. *The board unanimously accepted the financials as presented for the month of April 2022.*

It was recommended JBAA have something such as a square account that JBAA can carry with them to events to be able to accept credit card payments. Discussion was made to get an account set up for JBAA.

### **Office Updates:**

Montie Soules announced the office has redesigned how doing DNA orders in hopes to reduce errors and incomplete forms. New form will be released soon and information will be in upcoming Braunvieh World.

Montie gave update of his and others discussion with Australian Braunvieh Association – they possibly want to put their animals into our system. Different discussions were made of what fees to charge should they decide to put their animals into our system. *The Board unanimously approved to charge the Australian Association \$3 per head above the \$7 per head THR fee for a total of \$10 per head plus they would become a BAA member.*

### **Corporate Sponsorship Committee Report:**

Tyler Lister, committee member, stated there had been a conference call held previously to discuss how to move forward with the 501c3 and what proper wording/name of the 501c3 would be. Different discussions among the board were made regarding management of the non-profit, who to possibly use for an attorney to write the bylaws, who to possibly use for an accountant to fill out forms and submit application, what possible expenses would be incurred, and what steps needed to be taken to establish a 501c3. *Recommendation was made by the committee to amend motion that was recently approved via email naming JBAA as 501c3 entity and BAA as managing entity – recommendation made to amend that motion to read the 501c3 that will be obtained will be named American Braunvieh Youth Development Foundation. Another motion was made to authorize the committee to proceed in hiring an attorney and accountant and proceed with establishment of 501c3. Both motions were unanimously approved by the board.*

Randy Allgood gave update on funding premiums at upcoming Ozark Empire Fair. Larry Lane donated heifer to fund OEF premiums. The heifer recently sold at Midwest sale. Between the actual sale of the heifer and added donations from other breeders, total raised to date is \$3,450, only \$1,550 short of the \$5,000 goal.

Randy Allgood stated he had been in touch with Cattlemen's Congress in regards to having a sale and pen show. Sale date has been determined; will be the day before the Braunvieh show. Randy also stated he had appointed himself to be the sifter to ensure only top quality cattle will be in sale. Different discussions were had of what type cattle possibly would be in pen show.

#### **Planning Committee Report:**

Deana Imhoff stated one of the things committee had been looking into was location of BAA stored documents, etc. Montie confirmed since ASA took over BAA office, all BAA documents created following office transition are stored electronically.

Deana stated the board needs to come up with goals that want to be established. Deana and Montie will discuss at a later date to get this topic on the agenda for August in person BOD meeting.

#### **Exhibition Committee Report:**

Marilyn Brink stated committee is accepting any suggestions for future judges. Committee is also working on putting together sale terms and conditions.

Montie and Marilyn had been in contact with NAILE regarding premium money. Eddie Zeigenbein explained Braunvieh show currently in second year of trial/probation period; therefore, BAA will be responsible for all premium money for 2022 show. NAILE is to send contract to BAA office for review and signature.

#### **International Committee Report:**

Dwight Alexander not present.

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

Benny Phillips stated will be working on revising last 4 sections of rules and regulations to bring to board for review and approval.

#### **Breeders Guidelines Committee Report:**

Daniel Roberts not present but committee member Eddie Zeigenbein stated nothing new to report.

#### **Performance Committee Report:**

Mark Nelson not present. Robert Williams stated since he was asked about a Braunvieh junior steer feed out, he reached out to Chip with IGS. Since BAA is an IGS partner, BAA is eligible to participate in a junior steer feed out.

Todd Hill gave bull test/sale update – confirmed all bills had been paid from last test/sale so all consignors received a credit in their Digital Beef account to correct issue of being overbilled for consignor expenses. Todd announced giving breeder's choice to use either PX or Green Springs for next bull test/bull sale. Delivery date set for June 1 and proposed online sale date is 4/15/23.

#### **Genomics Committee Report:**

John Hall stated nothing new to report.

**Promotions Committee Report:**

Colby King asked for any ideas of American Rancher – rather renew contract or do something differently. Todd still believes pricing should be negotiable.

**Old Business:**

Robert Williams and Nesha Smith went over follow up list from last board meeting – majority of items covered.

**New Business:**

Discussion was made of possible dates for upcoming board meetings. Due to several schedule of conflicts, it was determined be best to skip June board meeting and move July up a couple weeks. The next proposed scheduled board meeting is scheduled for July 5, 2022. Montie Soules also gave information regarding upcoming in person meeting to be held in August.

**Adjourn:**

The meeting was adjourned at 9:47 pm.

Submitted by Nesha Smith, BAA Secretary

Approved: 7/5/22