

Braunvieh Association of America

Board of Directors Meeting Minutes

Held on July 5, 2022 @ 7 pm CST via Zoom

President Robert Williams called the meeting to order at 7:07 pm.

Board Members Present:

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

Board Members Absent: Bob Gunnett, Larry McAfee, Todd Hill

Guests Present:

Clydene Pittman, Jessica Bartley, Jessie Topp-Becker, Larry Lane, Marilyn Brink, Randy Allgood

Minutes:

The Board unanimously approved the minutes as presented from the board meeting held on May 17, 2022.

Junior Committee Report:

Jessica Bartley stated Junior Nationals had just completed and thanked everyone. Had over 100 head entered with over 90 head present and had right at 40 exhibitors. Raffle ticket sales and auction both did well with combined revenue of \$13,000. Overall, committee heard several positive comments regarding the show. Jessica stated from her preliminary numbers, believes the show came out in the black, opposed to the red; however, the accountant has not yet completed final recordkeeping of this year's Junior Nationals.

Jessica stated Nebraska will be the location for next year's Junior Nationals and committee has already began planning.

Braunvieh World Publication Update:

Jessie Topp-Becker stated Blueprint Media recently completed the summer issue of Braunvieh World which included the membership directory. Publication ended up being a 28 page issue with almost 13 pages of advertising. While 500 copies were sent to the BAA office for future use for new memberships, etc, the remaining publications will go to mail soon and should hit mailboxes by the end of July.

Jessie stated the next issue may be the winter issue which could include the National Sale Catalog, granted all information is given to Blueprint in adequate time.

Social Media Update:

Clydene Pittman gave update of social media activity - 1,934 likes (up 24 people), reached 5,891 this month, had 760 engagements, 231 page views, and 27 on Instagram. Noted numbers were down a bit due to less sharing and also some of the scheduled posts didn't go out.

Clydene stated she and Shelby had been working with Peyton to gain access to the Instagram account by obtaining the password. Recently, that was completed and was able to change the password and now have full access to the account.

Clydene stated intern, Cammie, is still working on promotional Facebook video.

Treasurer Report and Discussions During Treasurer Report:

Montie Soules stated financials for months of May and June 2022 were not emailed to board members due to time and sickness but would have all reports for review and approval at next board meeting. Montie did make a few announcements including May was a better month financially than had expected and during the week of Junior Nationals, had an increase of online fees paid.

Office Updates:

Montie Soules announced the new DNA order forms have been completed and Heather had recently made tutorial of how to complete and submit new forms.

Corporate Sponsorship Committee Report:

Randy Allgood announced all documents had been completed to get bank account open for the newly formed foundation; everything is in place to select board members of the foundation. Once that is complete, we will move forward with getting bylaws written by an attorney. Montie elaborated: should have bank account complete within the week, will take \$100 from BAA account and transfer to new foundation checking to open account (this will be considered as a donation), foundation can begin collecting sponsorships since tax identification number has been received, and explained the process of foundation board members being obtained. Randy stated the marketing committee will be able to move forward with flyers to start soliciting.

Question was asked if there was going to be a button on Digital Beef registry when members went to pay their fees, would there be a button to donate funds to the foundation. Montie explained it can be done but it would have to be separate payments.

Follow up from last meeting held, did square account or something similar get set up for JBAA to use while at different events to collect payments using credit card? Jessica Bartley stated accountant, Jason, had worked with her to get that working and it was successful during Junior Nationals. Montie reminded Jessica once foundation account is set up, JBAA will have to take extra caution when collecting funds as there will be two different accounts with different passwords.

Planning Committee Report:

Deana Imhoff stated committee recently went over goals and roles – where would we like to see the Braunvieh breed in ten years. Deana said she will ask questions to different committees and will be able to discuss further in upcoming August board meeting.

Exhibition Committee Report:

Marilyn Brink provided follow up information from previous meetings. The committee has now completed list of judges for upcoming shows. Committee is still working on obtaining National Sale manager. Dates were announced for Fort Worth: annual meeting and sale will be 1/15/23, Bonanza show will be 1/16/23, and open and junior shows will be 1/17/23.

International Committee Report:

Dwight Alexander not present but Robert asked Montie of any updates from Australian Association. Montie stated he had received an email with more questions and since then, Montie has responded answering those questions.

Registrations and Transfers Committee Report:

Benny Phillips announced all board members should have received copy of proposed revised rule changes for sections 9, 10, and 11.

Section 9 – Benny gave overview of Section 9: announced very little change from what had previously, just some rewording and clarification. The Board unanimously approved the recommendation from the Registrations and Transfers Committee presented by Benny Phillips, Chair to revise Section 9 of Rules and Regulations – Cloned Animals. See attached copy of approved rule change.

Section 10 – Benny gave overview of Section 10: announced change in name from genetic defects to genetic conditions, added definitions, eliminated quite a bit by rewording. The Board unanimously approved the recommendation from the Registrations and Transfers Committee presented by Benny Phillips, Chair to revise Section 10 of Rules and Regulations – Genetic Conditions. See attached copy of approved rule change.

Section 11 – Benny gave overview of Section 11: announced new title, “Correction of Animal Records and Misconduct,” and also reworded to make not as lengthy as previous document. The Board unanimously approved the recommendation from the Registrations and Transfers Committee presented by Benny Phillips, Chair to revise Section 11 of Rules and Regulations – Correction of Animal Records and Misconduct. See attached copy of approved rule change.

Benny stated committee still has one more rule (Section 12) to revise and plan to get it completed to bring before the board for review and approval in upcoming August meeting.

Breeders Guidelines Committee Report:

Daniel Roberts stated nothing new to report.

Performance Committee Report:

Mark Nelson not present. Robert Williams stated Registrations and Transfers Committee will work alongside Performance Committee.

Genomics Committee Report:

John Hall stated all is well.

Promotions Committee Report:

Colby King stated he had spoken to Cattlemen’s Congress regarding the sire display. Colby was told it had to be breed sponsored (cost of \$800), would receive 3 days of 10x10 booth, someone needed to man booth, and would just roll bulls in and out; however, bulls would have to be halter broke. More discussion will be held in upcoming August board meeting.

Old Business:

Nesha Smith reviewed follow up list from previous meeting and announced the few items not addressed yet to remind those of things still needing to be completed.

New Business:

No new business.

The next proposed scheduled board meeting set for August 9 and August 10, 2022.

Adjourn:

The meeting was adjourned at 8:22 pm.

Submitted by Nesha Smith, BAA Secretary

Approved: 8/9/22