

Braunvieh Association of America

Board of Directors Meeting Minutes

Held on November 29, 2022 @ 7:00 pm CST via Zoom

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

Board Members Present:

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

Board Members Absent: Jason Pfeifer

Guests Present:

Clydene Pittman, Garrett Thomas, Lisa Bard, Mark Nelson, Molly Russell Frieden, Randy Allgood

Minutes:

The Board unanimously approved the 10/25/22 board meeting minutes with an amendment to add date of 10/25/22 to approved sale terms and conditions under exhibition committee report.

Junior Committee Report:

Jessica Bartley not present; therefore, Molly Russell Frieden gave update. JBAA directors are taking over different socials at various shows. The Steer Profitability Competition is underway; participating juniors have started doing their monthly videos and lessons. JBAA is actively seeking 2023 Junior National sponsorships. JBAA is open to accept donations for upcoming online fundraiser auction.

Braunvieh World Publication Update:

Jessie Topp-Becker, representative of Blueprint Media, was not present; however, Lisa Bard on call to give update. Darren Richmond had great responses regarding advertisements – ended up with 14.5 pages of ads; that was more than the summer issue. Lisa gave topics of the editorial planned. Braunvieh World is scheduled to go to print beginning of December.

Social Media Update:

Clydene Pittman stated social media activity was good during month of October – gained another 20 people following BAA, our reach is up to 12,729, that's almost 5,000 more this month, our engagements were quite a bit higher as well.

Other updates: Clydene stated Jordyn Walker is new intern working for free; however, could receive compensation through a few projects she does that there's money in the budget. Clydene stated sire directory had 44 bulls within and planning on printing following week to be able to hand out directories at Cattlemen's Congress.

Treasurer Report and Discussions During Treasurer Report:

Montie Soules went over highlights of the financials for month of October. Both income and expenses were down a bit compared to budget but overall, ended the month on a positive note,

approx \$1,000 over what was budgeted. Only two months in for YTD, BAA and JBAA combined net income slightly over budgeted amount. Receivables were discussed. *The Board unanimously accepted the financials as presented for the month of October.*

Office Updates:

Montie Soules stated a breeder had reported to office invoice was not generated following some transfers made. After investigation, found 4 breeders had not been billed so got the glitch corrected and breeders billed. Montie gave update BOD ballots and THR assessments will be mailed out soon. Montie gave heads up, Cassie will not be in office very much month of January so recommends email is best form of communication during that time.

Planning Committee Report:

Deana Imhoff stated committee looking at meeting in December to see what direction want to go with what information was gathered at the 2 day in person BAA BOD meeting.

Exhibition Committee Report:

Marilyn Brink absent but Garrett Thomas with Hi Point Marketing on call to give update of upcoming National Sale; things going well as consignments are coming in, currently have 28 lots. Garrett announced sale catalog would be separate from Braunvieh World publication.

Molly Mirassou announced current Cattlemen's Congress entries.

International Committee Report:

Dwight Alexander not present.

Registrations and Transfers Committee Report:

Benny Phillips reminded all to make sure getting billed correctly in Digital Beef.

Discussion was made of proposed revisions to the mini program regarding height and time frame to create miniatures, proposal submitted by others. Mark Nelson gave history of the construction of the mini program. It was determined two committees, the registrations and transfers committee and exhibition committee, need to work together to bring forth a recommendation.

Breeders Guidelines Committee Report:

Daniel Roberts had nothing new to report.

Performance Committee Report:

Mark Nelson stated he had been in contact with Tommy Perkins regarding the JHL data project. Tommy said might be able to get funding and grad student to assist with that project possibly beginning of next year. Mark and John Hall gave update on NW AR Sire Evaluation project. Todd Hill commented waiting on final data spreadsheet regarding bull test and will speak to PX regarding pictures. Date for bull sale not yet determined. Committee will look at performance advocacy program.

Members Awards Committee Report:

Todd Hill stated will need to see who is turning in performance data. Todd will get with office to determine this. It was mentioned posting what members need to do to be a possible candidate for the awards. Todd announced it would be nice for members to suggest possible candidates.

Genomics Committee Report:

John Hall had nothing new to report.

Promotions Committee Report:

Colby King announced been preparing for the Cattlemen's Congress Herd Sire Display to be held in OKC soon.

Corporate Sponsorship Committee Report:

Randy Allgood expressed his appreciation to the committee and BAA BOD for pushing the American Braunvieh Youth Development Foundation forward. Currently, ABYDF is seeking a secretary/treasurer for the foundation and is also trying to gather prospective BOD – would like to have zoom and get face to face and possibly introduce them to the board at the upcoming annual meeting. Randy stated the committee is actively having discussions what needs to be done for fundraising.

Old Business:

Robert Williams asked for any old business. NCBA booth was brought up – discussion was made of who would possibly man the booth, getting booth display delivered and set up, etc. It was also discussed for future reference, might should look at location of NCBA to determine if beneficial for BAA to have a booth there.

New Business:

No new business.

Discussion of upcoming board meetings had – determined not to have meeting month of December. The next proposed scheduled board meeting set for morning of January 15, 2023 prior to annual meeting.

Adjourn:

The meeting was adjourned at 8:49 pm.

Submitted by Nesha Smith, BAA Secretary

Approved: 1/15/23