

Braunvieh Association of America

Board of Directors Meeting Minutes

Held on February 21, 2023 @ 7:00 pm CST via Zoom

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

Board Members Present: Robert Williams, Benny Phillips, Tyler Lister, Deana Imhoff, Eric Armintrout, John Hall, Todd Hill, Sean Lehmann, Molly Mirassou, Daniel Roberts, Eddie Zeigenbein, plus managing director, Montie Soules

Board Members Absent: Jason Pfeiffer

Guests Present: Clydene Pitman, Jessica Bartley, Larry Lane, Randy Allgood, Jessie Becker, *Amended to add Marilyn Brink*

Junior Committee Report: Jessica Bartley gave a fundraiser update on the For the Love of Braunvieh Auction. The annual auction had a total of 29 lots which grossed \$7824 and all of these proceeds will go towards junior nationals. She stated they are planning heavily with the Nebraska group on potential industry lunch and learn type of events. They are working on gaining sponsorships from breeders for show support. The schedule is out and is for June 19-23 in Kearney, NE and they are working on finalizing and finishing all of the rules. The Raffle Heifer is being donated by Jeff Zimmerman and Big Blue Braunvieh.

Braunvieh World Publication Update: Jessie Topp-Becker provided an update with some preliminary planning for the summer issue with a June 1st deadline and they will add a deadline to print for June 20th and hit the mailboxes by mid July. They are currently planning editorial content for that issue. The summer issue will also include the membership directory. Update on the winter issue it was more financially viable than the summer 2022 issue, very encouraging news. No exact numbers were given; she will check with Lisa on final numbers. Clydene asked her to send PDF to Shelby to update the website. There will be 28 pages which is about 12.6 pages of ads and 6 of those pages are the membership directory, so there will be room for several different feature articles. Montie Soules reported that the January financials show we received \$590 commission from the Braunvieh World. Discussion was had about what articles could be added to the magazine; possibly information on the bull test program and the benefits of participation. Sean Lehmann also suggested possibly putting any rules or regulation changes in the issue as well.

Minutes: *The Board unanimously approved as written **both** sets of minutes as presented from the board meeting held on January 15, 2023.*

Treasurer Report: Tyler Lister as a new treasurer is relying on Montie Soules to go over the financials that were sent out to the board. Montie went over the highlights the net income is very close and on target to what was projected. Assessments are close to what they were last year which is positive; THR registrations are a little ahead; DNA testing is down just a little bit but a lot of it is fairly positive. The total income was just a little bit here Braunvieh World paid \$590 and the conference income that was not projected. Expenses are climbing a little bit, \$2,000 over

what we thought and that is pretty normal. DNA expenses are up. Management fees are up because we are up on income. Tax return was sent off. Promotional activities were up a bit. NCBA expenses were invoiced ahead of time. Tyler had no questions about will reach out to Monte as necessary. Montie also reported on the Foundation Balance Sheet and it was reported there is \$2,600 in that account. *The board unanimously accepted the financial reports presented for the month of January 2023.*

Office Management Update: Montie Soules said they are finally back in office, playing catch up. Josh Williams did a great job on the NCBA booth. We saw a lot more positive activity by attendees. Tommy Perkins has a grant they may be able to get some DNA testing and would be good for the sire test. Neogen has a new test that they will be coming with in the future; will be called Infiniseek 2.2 million markers creates some issues. No storage for the markers so IGS is working on this. The positive about this is it would be price, one test gets everything.

Social Media Update: Clydene Pitman went over the report and the proposal that was submitted. Numbers are about the same. Jordan has been working as a free intern. Jordan helped to design BAA and TBA pop-ups. The proposal is Jordan and Cami's position and pays her \$200 to help with the simple posts and little things. Also proposing a group of selected photographers that would do a BAA rate. It was clarified that we need to discontinue paying Cami and start paying Jordan.

Registrations and Transfers Committee Report: Benny made a recommendation on transfers and mini Braunvieh; John Hall entered into discussion about restructure; Benny then withdrew his recommendation as Chairman of the Committee. Benny introduced a motion that *the mini Braunvieh continue to show as a separate class at the Junior Nationals through 2025, after the 2025 Junior Nationals a separate class will be reevaluated by the show committee and the BOD. This is contingent upon mini Braunvieh breeders providing the show committee the qualification for animals to show as mini Braunviehs by Nov 1, 2023. The mini breeders will run the show and enforce the rules.* Sean Lehman seconded the motion. Marilyn brought up more discussion about the November 1st deadline along with John Hall, Randy Allgood and Benny Philips. *After much discussion the Board unanimously accepted the motion.*

Benny Philips proposed for the Registration and Transfers Committee makes the motion, *As of January 1, 2024 the registration of mini Braunviehs will be prefixed Z and our S will be discontinued. Mini Braunvieh can still be recorded as OB, BB, BN, BC or whatever percentage or category they qualify for according to the rules and regulations of the BAA. The term "Mini Braunvieh" will only be in the registry for animals registered before January 1, 2024.* Benny made this unanimous motion from his committee. *The Board unanimously accepted the motion.*

Exhibition Committee Report: Marilyn Brink begins discussion about Committee Recommendation #1 *which states protest and appeal fees in show rules change from \$150 to \$500 and protest be signed.* Marilyn withdrew Recommendation #1 so the show committee has the time it needs to go back and thoroughly review and rewrite the recommendation.

Recommendation #2 reads that *Any protest on pregnancy will be handled with a blood test to prove the pregnancy. The Board unanimously accepted the motion.*

Recommendation #3 reads that Nursing calves showing only at the side of their dam are exempt from the DNA requirement. If nursing calves show in individual classes, they must then have a DNA sample on file. The Board unanimously accepted the motion.

Performance Committee Report: Todd Hill reported, Mark is Kazakhstan. There have been issues with the bull test. Grow safe has made a rule change that impacts our dates. It may just be that if an owner wants to go ahead and put their bull in they may not get contemporary RFI. Not getting straight answers from grow safe. Communication has not been good on bulls at Green Springs who have come off test and are waiting for information.

Letter from Tommy asking for blanket access to Braunvieh data bank or sires that we would release the markers for them to use. John Hall made a *motion to give Tommy Perkins access to the parentage SNPs. The Board unanimously approved this motion.*

ABDYF Report: Tyler Lister stated the only amendments that were made were the board members that were proposed up for approval. Benny makes a motion that, *“The BAA board representative for the Foundation be Tyler Lister”*. *The Board unanimously approves this motion.*

Tyler Lister made a recommendation *“to approve the list of board members for the foundation.”* *The motion carried and was unanimously approved by the Board.*

Tyler continued to report further about their board meeting, the diverse board and potential ideas for getting funds and how to possibly spend them. Randy and Eddies both vocalized their support. As for advertisement, Colby and Phalyn King donated \$350 for starting a digital format.

Promotion committee: Randy Allgood, committee agrees there are two main points that have to work on; one is bull sales and the other is some kind of Braunvieh feeder program. The negative stigma of the Braunvieh breed has to be addressed through education. Randy stated we have to have cross committee communication, planning, show and sales and promotional work together. We need a working budget. Membership should help fund the majority of this. If we break our marketing strategies down to a state or regional effort. American Rancher needs to be looked at and addressed. We need a target rich environment and professional production. Randy suggests we need a total rebranding of the BAA. We should look at Instagram and TikTok and other influencers. He also suggests that we have a Spanish version of everything we put out. There is a huge international market getting left behind. Texas wants to help BAA and finance some of this. Discussion about having bulls at Cattlemen's Congress and developing a black polled phenotypical Braunvieh bull.

Planning Committee: Deana Imhoff stated that social media and mentorship were two of the big discussion points as well as organizational ideas.

International Committee: Eddie Zeigenbein brought up the International Room at the Houston stock show coming up and that Martin Maxwell will set up and Liz Gonzoles will also help. Capitalize on the South American market. An inquiry was made about if we have a list of exportable semen and embryos.

Genomics Committee: Suggested to take Genomics off the agenda.

Old Business: Robert Williams asked for any old business, nothing was mentioned.

New Business: Clydene reminded everyone of the Field day to be held May the 27th at Ron McBees and Robert asked about ideas for a speaker.

The next proposed Scheduled board meeting was for March 21st.

Adjourn: Meeting adjourned at 10 pm

Submitted by Deana Imhoff, BAA Secretary

Approved: *As Amended, April 18, 2023*