

MORAA Board Meeting  
October 10<sup>th</sup>, 2017  
Secretary Minuets

- Treasure Report: Matt
  - Current overall balance: \$53,159.10
  - Junior association overall balance: \$19,384.95
  - Farm talk newspaper ad: \$359.50
  - Trophies \$240
  - Carcass premium: \$1,000 Red Angus Association
  - Sarah's Premium: \$1,000
  - Gracey's premium: \$250
- Susan / MO Junior Program
  - State Fair:
    - MORAA & Jr Stall was very nice
    - Could use the overall carcass win for advertising
    - Matt will be transferring \$250 back to the MOJRAA
    - Fall Fundraiser- Working through some details to see if we can make this work
    - Fitting clinic
      - 10 Jr's registered (show); 6 producers (sale)
      - Location: Lincoln University
    - Young Stockmans: 1<sup>st</sup> weekend in May; Now Steers and Stripes show is the same weekend.
    - American Royal-to have a Red Angus show in 2018
  - MO State Fair- Susan and Steven working on getting some % classes lined up for 2018
- Linda: Sale committee
  - Recruited Cole Able to sale committee
  - Review the guidelines tonight (10/10/2017) to ask for permission to send to membership for opinions
  - Obtaining a mailing list for catalogs
    - Linda will be working with Scott.
  - Website
    - Nice to have board members listed with contact information
    - Need to have committees listed with chair holders contact info so members/ future members can get in touch with certain people
- Stephanie:
  - Thanked everyone for their help with Farm Fest
  - Things to look into:
    - Need people to man the booth
  - Don't have access to enough materials for booth
    - Air fresheners, pens, and directories went fast
  - Thought: Was suggested by a few people that picked up directories, what if we sorted the directories by farmers last name instead of farm name.
  - What to accomplish by having a booth?
    - We are suggesting that we get more handouts such as; post cards, pamphlets, etc.
    - Kirksville is coming up

- Need people to man the booth that have knowledge about both MORAA and Red Angus Cattle.
  - Expense: Need to buy a new banner pole-\$50
    - Expense will be taken out of Stephanie's MORAA budget.
  - Where is big banner?
    - Scott is looking through his pile to see if he has it.
  - February 6<sup>th</sup>, Southwest Cattlemen's Dinner-\$850
- Marketing: Ray & Scott
  - Market orientation
    - Look, feel
  - Who we are, what we do, how to get new membership/ obtain current members
  - How to market sales
  - How to reach people
    - Wednesday, October 18<sup>th</sup> marketing pitch/ bids
      - Columbia, MO
    - If un able to attend physically think about a video call
    - If anyone else has any questions concerning marketing but can't attend, please fill free to send email with questions/ concerns or call.
- Membership development & recruitment
  - 130+/- members
  - Use Missouri as a pilot
    - Confidentiality agreement needs signed
      - Still under discussion and thought
      - Who is financially responsible if someone violates the agreement?
  - Trying to show people why they need to join MORAA
  - Retain those people if they see joining as a benefit
  - November 17<sup>th</sup>- Replacement Sale
    - Over half are Red Angus
    - Need to look into having a table set up with maybe a few handouts for MORAA at the November 17<sup>th</sup> sale.
      - Location: Joplin, MO
    - Need to get venue set up for Kirksville board meeting on December 1<sup>st</sup>