



The Missouri Red Angus Association

MORAA Board Meeting
Citrix Go-To Meeting - November 14, 2017 - 7:30 PM
Main Topic - Ranch House Designs Marketing Proposal

Attendees:

Board Members: Kelly Massey, Buck Massey, Scott Bachman, Ray Paslawski, Matt Boatright, Gregg Bailey, Bud Thomas, Dan Lacy, Steven Rogers

Committee Members: Linda Campbell, Susan Smydra

Other Attendees: Taylor Croy

Scott Bachman:

Sent e-mail to Board on 11-11-17 including Ranch House Designs marketing campaign proposal, as well as other companies who were asked to give bids. Sent 11-13-17 Ranch House designs retainer proposal to Board. Asked for questions/concerns with each Board member (listed individually below). The MORAA Marketing Team has been a big part of this proposal to the Board, Board will vote to approve retainer contract based on proposal of \$34,070 (no discounts at this time).

EDJE (current website provider) Proposal to Revamp Current MORAA Website

\$2700 (wordpress style) - same as RHD proposal

-Note: E-mailed to Board previously, not included in any presentation to Board along with other potential marketing companies, no option was given to Board to vote on this

Bud Thomas:

Comments/questions:

-RHD was very professional in proposal

-It would be wise for MORAA to retain some funds in our account

-This is a tremendous amount of \$ to spend, but feels like it's good for the marketing of our association

-Marketing Committee needs to hold RHD feet to fire, hold them accountable

-MORAA should save \$ where we can



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Matt Boatright:

Comments/questions:

- Lean on marketing team to present and make the best decision for the betterment of the association
- Banker in him says that's a lot of \$
- What is the cost of doing what we would have wanted to do with the \$ otherwise
- Would like a breakdown of the actual expenses
- Board decision ultimately of \$34K or \$18K

Dan Lacy:

Comments/questions:

- First reaction, it's a lot of \$
- Does not think the association's job is to be in the \$ saving business as far as a balance in the bank account.
- On the 18k, what do we expect to derive from this marketing campaign?
- Understand creating new logo, how are we benefiting members, promoting in the state of MO?

Scott's Reponse:

-Dennis Alt says 3 important channels that expect MORAA to be good at:

- 1) Member communications
- 2) How we use the sale to promote Red Angus in MO
- 3) External Communications

Ray's Response:

- 3 elements - members / members' cattle / breed in general
- Ranch House Designs was the only one who responded in detail, they are a one-stop shop
- Innovative Ag Marketing had a good presentation via conference call
- Precision - not much
- Focus - no response
- Possibility of having a fall sale for MORAA
- Sale in Northern MO and Sale in Southern MO (future)
- Can we use our web page to help members sell cattle better than we are now?
- Needs to be a better breakdown of \$18K

Bud's Response:

- No brainer on which company to go with - RHD - based on proposals alone
- We have to spend \$ to make \$
- Look at it truly as marketing to tie everything together, rather than just hand-outs



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Steven Rogers:

Comments/questions:

-It's a lot of \$, but a lot of the expenditures are expenditures that we are already making, (to marketing committee) what recourse do you have in the contract if we are not satisfied with the outcome?

Scott's response:

- This is a broad proposal, we need to vote in favor of it tonight,
- There is **not** a contract ready to sign tonight, RHD needs to modify a few things before we sign a contract
- Scott to go back to RHD and propose that we only go in to RHD for \$2839.17/month

Ray Paslawski:

Comments/questions: no more to add

Kelly Massey:

Comments/questions:

- It's a lot of \$ to spend
- All about re-branding and keeping things fresh,
- It's just a lot of \$ to spend without breaking down further to Board,
- Concerned about future expenditures with RHD, need more information, how do we maintain this without \$ coming in for the future?
- Seems a lot of \$ is going out and not much coming in

Scott's Response:

- Broke down costs in e-mail on November 11 to Board
- Question is: Should we take the risk on the approximate \$18K to start?
- Everything is an estimate
- This is a one-time expense
- Did not get RHD to propose a year 2 contract
- Year 2 website cost is \$800 from RHD with WordPress updates so that the Board can update our own website, rather than sending in updates to RHD



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Buck Massey:

Comments/questions:

- It's a lot of \$
- Understand how it all breaks down, but at the end of the day, you're spending \$34K
- In favor of change, but make smaller steps so it's not such a hard hit
- What if we don't generate what we think we will in the future, then where will we be?
- Remember a few years ago when we had to wait until after the sale to pay bills because we didn't have the \$ to start with - don't want to be back in that position

Scott's response: \$34K includes \$ that we are already spending for catalog/directory/advertising

We are talking about spending \$18K above what we are already spending

Incremental amount that we are asking board to approve is \$18K - 46% is already being spent by MORAA.

Gregg Bailey:

Comments/questions:

- Thoroughly reviewed breakdown of RHD proposal from Scott's e-mail
- Not one part of RHD proposal includes physical items, RHD only provides design costs, MORAA will have to pay for the actual paper/printing/pop-ups/marketing material additionally.
- RHD ONLY includes design cost - that is a major area of concern. Obviously this will cost more than the proposed 34K
- Someone (marketing committee) needs to find out what those costs will be on top of the 34K.



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Scott Bachman: Motion to approve the proposal from RHD to enter into contract (move forward with MORAA based on proposal of \$34,070) and directing the marketing committee to build marketing budget and gain approval for the rest of the budget for 2018

2nd: Ray Paslawski

Final Vote Results:

Bud - yes (if marketing committee finalizes what we are spending on the remainder of the materials, as mentioned by Gregg)

Matt - no

Dan - yes

Steven - yes

Ray - yes, with caviat to look at account services

Kelly - no

Buck - no

Gregg - no

4 yes votes, 4 no votes

Scott breaks tie as president with yes vote, motion has passed

Gregg Bailey: Motion to MORAA Marketing Team to come back with detailed breakdown of budget for an annual quote on all of hard assets to manage MORAA for the upcoming fiscal year (printing/physically build pop-ups/print material). We need to go back to last year and see what we have already spent, and let the Board know the information - that would be helpful.

2nd: Bud Thomas

All in favor - motion passed unanimously by Board



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Treasurer Report - Matt Boatright

\$51,592.65 MORAA

\$19,397.35 MOJRAA

*SW Cattlemen's association MORAA sponsored dinner - upcoming expenditure from MORAA account of \$850

Scott Bachman: Motion to approve monthly payment to RHD \$2,839.17

2nd: Bud Thomas

All in favor - motion passed unanimously by Board.

Meeting adjourned.