



# The Missouri Red Angus Association

## MORAA Board Meeting Minutes July 27, 2017 8:30 PM

**Attendees:** Scott Bachman, Kelly Massey, Buck Massey, Dan Lacy, Bud Thomas, Ray Paslawski, Stephanie Smith, Gregg Bailey, Steven Rogers

Scott spoke with Matt today regarding treasury business - verified that Farmfest Booth has been paid for back in April. Kelly also verified the same.

Member Education Promotion and Breed Improvement did not get discussed at previous meeting in Columbia, MO. This is the reason for our meeting.

### 1) Cattle Association Meeting Opportunities \$3500

- Scott Bachman built a spreadsheet of budget "not to exceed" guidelines
- Each Cattlemens Meeting should draw 50 participants and budget of \$17.50 meal per Gregg Bailey's guidelines from his area
  - Total budget of \$3500 - total of 6 Cattlemen Meetings

Stephanie Smith

- We should have 8 total meetings - 2 per area, rather than 6 total
- Scott's rationale for 6 meetings - we can't get 8 meetings scheduled in the time frame
- Proposal to bump up SouthCentral Cattlemen head count from 45 to 50 people on Scott's spreadsheet.

Ray - question to Board - what is the objective of these cattlemens meetings?

- Scott answer - MORAA meeting in Columbia laid out objectives of these meetings - to carry on the mission of the Red Angus Assoc, promoting cattle, promoting breed, marketing pitch to people who attend, why they should be involved in the red angus breed, it is an opportunity to specifically present MORAA purpose and breed growth within the state
- breeders directory, marketing material available as handouts
- Harold Bertz pitches FCCP tag program, grid premiums
- Gregg suggests being more geared toward the group, rather than promoting MORAA, Kelly agrees (both attend area cattlemens meetings regularly)

Stephanie - Harold is going to schedule some farm visits in the area while he is in town, and will speak in the evening at those visits.



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Ray - Farm visits a great idea, the more we can reach, the better it will be.

Dan (with Gregg's amendment) - Motion to approve \$5,250 for budget of 6 cattlemens meetings, Bud 2nd motion, all in favor, motion passed.

## 2) \$2000 Budget for Trade Shows

**FarmFest Booth:** \$410 in April, \$90 in August (2 separate entities)

**Missouri Livestock Symposium - Kirksville, MO:** \$500

- Stephanie explained differences in levels of sponsorships for Symposium from Missouri Livestock Symposium website - Bronze, Silver, Gold, and Platinum. She mentioned that marketing is one of their top speaking positions this year, but they typically only have speakers that they know. Zack Irwin (Board Member) would like to invite Tom Brink come speak, and offered a 50 minute speaking session. Stephanie would like for Harold Bertz to speak, and is waiting to hear back if that's a possibility.

- Scott mentioned that we typically go with the Supporter Level at \$250. - We do not draw many buyers or much interest from the NE area for the MORAA sale, therefore, we might think about doing something more. He would like to create more interest in those areas.

- Buck - we need to be conservative, as we have approved so many budgets

- Gregg - we should step it up to the \$500 level of sponsorship

Gregg - Motion to increase to \$500 Silver Level of Sponsorship for Missouri Livestock Symposium, Buck 2nd, all in favor except Scott and Ray, motion passed by majority.

**Missouri Cattlemens Annual Convention at Tan-Tar-A Resort:** \$500

- Scott motion to approve \$500 budget, Bud 2nd, all in favor, motion passed.

## Ideas for Future Discussion per Stephanie

- Newsletter

- Member Education Days before their sale