



October Meeting Minutes

October 7th, 2020

Members Present: Dan Lacy, Callie Curtis, Linda Campbell, Steven Rogers, Sara O'Dell, Coby Jones, Bud Thomas, Jerry Ellis, Matt Mefford

Meeting called to order by President Dan Lacy at 8:02 pm

Secretary Report (Callie Curtis)

- August 12th Meeting Minutes – Bud moves to accept the minutes, Dan seconds. Motion passes

Treasurers Report (Sara ODell)

- Current account balances minus outstanding debts
- MORAA \$19,764.28
- MOJRAA \$20,676.80

Junior Association Update (Rachel Jones)

- Upcoming Junior Events & Activities
- New Members—Emma Hankins
- Discussion about a fall event, as of today there is an idea to have an event at the Kirksville, MO from 9:30 am to 12:00 pm prior to the sale. Genna VanWye will do a presentation about repo physiology to talk to the juniors about. Will do a coffee & donuts in the morning. Will either have at sale barn or rent a room at the hotel.
- Dillion O'Dell—North
- Danica Lowrey—Central
- South—Faith Calvin
- Veronica Sartin—released newsletter today
- Grant deadline is January 1st.

Marketing Committee Update (Dan Lacy)

- Farm Fest Summary (Bud/Linda)—Not near the crowd as what it was in the year's past, probably half the crowd. Gave away a little over a box of directories at farm fest. Only had one catalog request.
- Fall Ad Activity
 - o September
 - Midwest Cattleman – 1/4 Page
 - FarmTalk (Farm Fest) – 1/2 Page
 - o October
 - Missouri Beef Cattleman – 1/2 Page
 - Midwest Marketer – 1/2 Page



- Fescue Belt Certification Activity Report (Dan Lacy)
 - o August & September Activity
 - 51 – Bulls & 123 – Females (204 total)
 - o YTD Activity = 493 Head Total

American Royal RA Show Update (Dan Lacy)

- Entries—250 head entered. 346 with junior/open shows
- Class Sponsorship & Ads
 - o Sold—Junior Show Champion/Reserve Female, Open Champion/Reserve Female, Sold 1 ¼ ads besides sponsors.
 - o Still have the Bull shows open and % shows
- Covid-19 Statement from the American Royal.....
 - o We are asking all exhibitors to limit those attending the 2020 show to immediate family and essential personnel only. There will be a livestream and we ask those not essential to the event to enjoy remotely.
 - o Masks are currently required per KCMO. Individuals must wear a face covering or mask while indoors in an area of public accommodation when the physical distancing requirement of 6 feet cannot be met

Membership Committee Update (Callie Curtis)

- New Members
 - o Henke Family Red Angus
- E-Blast Use Update—Bradley Cattle purchased 3 e-blasts
- E-Newsletter Update—Veronica Sartin is now putting the newsletter together for us. Our fall newsletter was sent out today (10/7).

Sale Committee Update (Linda Campbell)

- Fall Sale Update—
 - o Entries—101 lots, 16 consignors
 - 88 lives (55 registered females, 5 bulls, 22 commercials, 13 genetic lots)
 - o Postcard made promoting the sale and 1000 of those will be mailed out encouraging to view the catalog online.
 - o Ear Tags are ordered
 - o Sent email list out today with a to do list to consignors
 - o Entry info & ads sent to Tracy
 - o Wait for draft of catalog and go from there and once it is out start doing more marketing.
 - o Dan—thinks this is a good set of consignments for this first year.
 - o Linda—have new consignors that we have not had in Springfield. Pleased with most of the pictures she has gotten.



- Discount at Hampton Inn until October 22nd to get discounted rate of \$106.00

9:15 PM

Other Business (Dan Lacy)

- Upcoming Events
 - 10/20/20 – American Royal RA (Jr & Open) Shows
 - 10/24/20 – Lacy’s Red Angus/MC Livestock Production Sale
 - 10/24/20 – Mead Farms Production Sale
 - 11/7/20 – Red Tie Event
 - 11/14/20 – Show Me Red Fall Edition Sale
 - 12/4/20 & 12/5/20 – Missouri Livestock Symposium (? Virtual ?)
 - Board feels that we bypass this year.

9:25 PM

Adjourn—Bud moves to adjourn. Callie Seconds. Meeting adjourned at 8:31 pm

Next meeting November 4th at 8:00 pm.

MORAA Board of Directors

Dan Lacy: President
Bud Thomas: Vice-President
Callie Curtis: Secretary
Sara O’Dell: Treasurer
Steven Rogers: Director At Large
Linda Campbell: SW Director

Micah Bristow: SE Director
Jerry Ellis: NW Director
Matt Mefford: NE Director
Jordan Thomas, Ph D: Ex-Officio (Education)
Jeff Jenkins, DVM: Ex-Officio (Industry Support)

Committee Chairpersons

Junior Committee – Rachel Jones
Sale Committee – Linda Campbell

Membership – Callie Curtis
Marketing – Dan Lacy/Steven Rogers