



## November Meeting Minutes

November 4<sup>th</sup>, 2020

Members Present: Jeff Jenkins, Jerry Ellis, Sara O'Dell, Bud Thomas, Dan Lacy, Linda Campbell, Steven Rogers, Rachel Jones, Matt Mefford

Called to order at 8:00 pm by Dan Lacy

### Secretary Report (Callie Curtis)

- October Meeting Minutes – Review & Approve
  - o Dan moves to approve minutes, Bud seconds. Motion passes

### Treasurers Report (Sara Odell)

- Current account balances minus outstanding debts
- \$19,111.28 MORAA (Outstanding check for Farm Talk)
  - o How are the American Royal sponsor checks getting collected? Dan—KS should have collected all of those. Will check on that.
- \$20,676.80 MOJRAA

### Junior Association Update (Rachel Jones)

- Upcoming Junior Events & Activities
  - o Fall Event at Kirksville Sale 10 am to 12 pm at the sale barn. Genna VanWye will give a presentation. JR area coordinators will be making some calls this week to give updates on the fall event.
  - o Grant requests are due Jan 1.
  - o Young Stockman's will host virtual on Dec. 5<sup>th</sup>. Registration is open now.

### Marketing Committee Update (Dan Lacy)

- Fescue Belt Certification Activity Report (Dan Lacy)
  - o October Activity - None
  - o YTD Activity = 493 Head Total
    - Jerry—that number sounds like a good amount.
- Steven—Do we need to do anything at the Missouri Cattlemen's Convention this year?
  - o Dan--we did it several years ago and it was costly, and felt there wasn't much return. But it could be different now. Steven will be there and check it out to see if we should pursue in the future.
- Dan—We voted last meeting to not attend the virtual MO Livestock Symposium



### **American Royal RA Show Summary (Dan Lacy)**

- Paid Entries = 345 head representing 14 States
  - o Over 240 head that showed up to exhibit. Very good, competitive show.
- Class Sponsorship & Ads—THANK YOU!
  - o Grand Champion Female (Open Show) – Lacy’s Red Angus
  - o Reserve Champion Female (Open Show) – Kleeman Farms
  - o Grand Champion Female (Junior Show) – Twin Willow Farms
  - o Reserve Champion Female (Junior Show) – Bar R Red Angus
  - o Full Page Ad - Double AA Land & Cattle
- Red Angus wins supreme female at AR
  - o

### **Membership Committee Update (Callie Curtis)**

- New Members—None this month
- E-Blast Use Update—Red Tie Event/Brickhouse (November 5<sup>th</sup>)
- E-Newsletter Update
  - o New issues released the first week of January, April, June & October
  - o Please provide news & interesting content to Veronica Sartin.

### **Sale Committee Update (Linda Campbell)**

- Fall Sale Update
  - o Advertising in MCA and having them post on facebook as well.
  - o Red Angus World released an e-blast today.
  - o Less details to take care of with Kirksville handling the sale day help and clerking.

### **Other Business (Dan Lacy)**

- Upcoming Events
  - o 11/7/20 – Red Tie Event
  - o 11/14/20 – Show Me Red Fall Edition Sale
  - o ~~12/4/20 & 12/5/20 – Missouri Livestock Symposium (Virtual)~~

**Adjourn—Bud moves to adjourn. Callie seconds. Meeting adjourned at 8:33pm**

#### **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)



Junior Committee – Rachel Jones  
Sale Committee – Linda Campbell

**Committee Chairpersons**

Membership – Callie Curtis  
Marketing – Dan Lacy/Steven Rogers