



August Meeting Minutes

August 12th, 2020

Members Present: Dan Lacy, Bud Thomas, Linda Campbell, Jordan Thomas, Coby Jones, Sara O'Dell,

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

Secretary Report (Callie Curtis)

- June 26th Meeting Minutes – Review & Approve
 - o Linda moves to approve, Bud seconds. Minutes approved
- New Members
 - o VanWye Red Angus Lancaster, MO

Treasurers Report (Sara O'Dell)

- Current account balances minus outstanding debts
- MORAA: \$26,181.98
- MOJRAA: \$21,197.74
 - o Purchased belt buckles & chairs.
 - o No Banners yet to make sure there will be an American Royal

Junior Association Update (Rachel Jones)

- Ozark Empire Red Angus Show Review
 - o Breakfast for kids on Thursday
 - o Meeting Friday afternoon with juniors
 - o Recruit JAC for next year
 - o JAC area coordinator coming up
- As of now have not received any grant requests
- Maya Huffman Miss United States Agriculture recently selected
- Fall Event: sometime in November do something educational
- New Member Grace Kellum joined at OEF
- Missouri State Fair Junior RA Show—approximately 60 head entered
- Upcoming Junior Events Update
- OEF—3rd Overall Junior Heifer Ryleigh Morris
 - o Twin Willow Farms Champion Heifer
 - o Campbell Creek Red Angus Champion Bull

Marketing Committee Update (Dan Lacy)

- Advertising Plan Submitted to TM Promotions & Publications
- Fescue Belt Certification Activity Report (Dan Lacy)



- July Activity = 0 Request

Membership Committee Update (Callie Curtis)

- Directory Update
Here is a break down of the directory:
60 Pages Total

Ads Sold	\$12,975.00
Total Income	\$12,975.00
Slate (Postage)	\$2730.56
Slate (Printing 2500 Copies)	\$3890.18
THM Promotions (Design)	\$2400.00
Total Cost	\$9,020.74

Directory Profit \$3954.26

Directory mailed out Monday 8/10. Should be receiving them this week.

- E-Blast Use Update—none since last meeting
- E-Newsletter Update—Veronica Sartin is now going to help out with the newsletter in the future.

Sale Committee Update (Linda Campbell)

- Fall Sale Update
 - Entry documents have been sent to membership
 - A few announcements on social media
 - Documents are on the website
 - Finalized marketing plan for the fall sale
 - Online Entry forms are ready to go
 - Do we want to contact Ritchey tags about seeing if they would like donate the tags for a free ad in the catalog like we do in the spring sale? Bud thinks ask and see what they say
 - Plan on making a trip to Kirksville here soon to see the facility and get penning figured out.

Other Business (Dan Lacy)

- Upcoming Events
 - 8/19/20 – Missouri State Fair Junior RA Show
 - 9/15/20 – Right on Red Online Sale (Twin Willow)
 - 10/20/20 – American Royal RA (Jr & Open) Shows
 - 10/2/20 thru 10/4/20 – Ozark Farm Fest
 - 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

Adjourn—Callie moves to adjourn. Bud seconds. Meeting adjourned at 8:28 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