



February Meeting Minutes

February 5th, 2020

Via GoToMeeting

Members Present: Callie Curtis, Dan Lacy, Ray Paslawski, Linda Campbell, Clint & Veronica Sartin, Sara O'Dell, Matt Mefford, Jerry Ellis & Steven Rogers

Meeting called to order by President, Dan Lacy @ 8:01 pm.

Secretary Report

- January Meeting Minutes
 - o Linda moves to approve minutes, Ray seconds. Motion passes
- New Members
 - o Veto Valley Farms
 - o Deer Run Ranch Red Angus
- E-Blast Use Review
 - o No activity since our last meeting
- E-Newsletter Update
 - o Plan on sending our next newsletter right after the Annual Meeting/Show Me Reds

Treasurers Report

- Current account balances minus outstanding debts
- MORAA: \$20,113.64
- MOJRAA: \$17,809.91

Junior Association Update

- Grant Application Reviews & Approvals
 - o 2 members have submitted information regarding grant funding.
 - Aaron Brown—AI School
 - Maya Huffman—Miss Agriculture Teen Missouri, will go onto Orlando to compete at the National level.
 - o Would like the MORAA board to determine the amount of grant money given to each individual. (Guidelines state that they will give up to \$100)
 - Aaron Brown—Sara moves to approve Aaron Brown's grant application for \$100. Ray seconds. Motion passes.
 - Maya Huffman—Matt moves to approve Maya Huffman's grant application for \$100 if she attends in Orlando. Callie seconds. Table until next meeting.
 - Discussion: Should we reject & have her resubmit her application with more details.



- Online Fundraiser Sale Update
 - o Breeders World—do not charge for anything, unless they use an electronic check or wire transfer.
 - o Contract signed & sent to them.
 - o Best of MO Jr Red Angus Online Fundraiser—letter sent out to membership this week
 - Frozen genetics—promoting Red Angus (won't turn other breeds away, but want to promote Red Angus)
 - o Tuesday, April 28th—be able to promote at our annual meeting. Will set up a TV with a scrolling video of the items in the sale.
 - o Focusing on large ticketed items, if someone wants to donate a smaller item it would possibly go into a gift basket or silent auction, that will be determined by the committee.
- Marketing Contest:
 - o Information was mailed & emailed out this morning. Excellent way for kids to use creativity to design ads. Items will be judged, and results will be announced the night of the meeting. 3 different age groups, there are certain guidelines for each age group. Can mail in if they will not be at the meeting.
- Interim American Royal Organizer – Dan Lacy
 - o Dan is going to be the contact for the American Royal for the 2020 show. Will come up with someone after our annual meeting to fill this position.
 - o Has gotten some feedback that we should continue to support the Royal with premium money. Most other breed association do so as well.
 - o Chessie Mitchell is going to put it before the board to adopt the American Royal to adopt it as an approved Regional show.

Marketing Committee Update

- Upcoming Publication Features & Ads
 - o Adding Value to your herd by utilizing Red Angus
 - o Feb edition of Midwest Cattlemen
 - o March: 3/8 page ad Ozark Farm & Neighbor, 1/2 page in Midwest Marketer, 1/2 Missouri Beef Cattlemen, Midwest Cattlemen
- Proposed Web Page Update – Commercial Cattleman & Education
 - o We have received up to \$250 in grant money for RAAA to add a page on our website promoting Red Angus to the commercial cattlemen.
 - o EDJE design costs are \$85/hour.
 - o We would need to remove a page or rearrange the tabs to make room for another page.
 - Everyone thinks we should remove the “Events” page & add our events to the “Home” page under
 - o Name this new page “Commercial Resources”, if there's not enough room on the page for Commercial Resources we will use “Commercial Tools”
 - o Callie will contact EDJE to get the exact cost on adding drop downs or tabs within the “Tools” page & other details about adding the page.



- Linda moves that we approve a \$500 budget to update the webpage to incorporate the new “Tools” page to promote Red Angus to the commercial cattlemen & include educational pieces. Jerry seconds. Motion passes.
- Fescue Belt Certification Activity (Dan Lacy)
 - Requests
 - Maplewood Acres/Lamine Valley—Sale on March 28th
 - Travis Barnes – Iowa
 - They are having a sale in Kirksville, MO, but Dan explained that it is for Missouri residents only. So therefore, they wouldn’t qualify.
- Report on Recent Events
 - Feeder Calf Sales
 - Farmington
 - Cuba, MO – February 4th
- Upcoming Events
 - Member Production Sales
 - Mead Farms - Performance Tested Bull Sale – March 7th
 - Red Tie “Spring Fling” – March 14th
 - Silver Spur Genetics Annual Production Sale – March 22nd
 - Rogers/Lile Red Angus – March 28th
 - Maplewood Acres & Lamine Valley Annual Production Sale – March 28th
 - Hankins/Bradley “The Fusion vol 3” – March 30th
 - Shoal Creek Land & Cattle – April 4th
 - Bradley Bred Heifer Sale – April 18th
 - Annual Meeting & Dinner – Saturday, April 25th
 - Show Me Red Sales – Sunday, April 26th

Membership Committee

- Consider Member Window Decals
 - 200 qty - 3x4 \$1.60 each plus shipping (~\$340)
 - Give to members at the Annual Meeting when they pay their dues. We will mail to those who aren’t in attendance.
 - Vinyl, go on the outside of a window
 - Ray moves to produce 200 window decals for a budget of \$350. Matt seconds. Motion passes

Sale Committee Update

- Some members upset with the MO only bulls, but Dan & Linda have talked to those with concerns.
- Only have received 2 bull entries thus far.
- Will reach out to all last year’s consignors to see if any plan on consigning again.
- Not put a block of rooms out and just let people choose where they want to stay.
- Linda plans to get down in March to check out the sale barn.



Adjourn @ 9:50 pm. Jerry moves to adjourn. Linda seconds. Motion passes.

MORAA Board of Directors

Dan Lacy: President
Bud Thomas: Vice-President
Callie Curtis: Secretary
Sara O'Dell: Treasurer
Ray Paslawski: Director At Large

Linda Campbell: SW Director
Micah Bristow: SE Director
Jerry Ellis: NW Director
Matt Mefford: NE Director
Steven Rogers: Ex-Officio (Education)

Committee Chairpersons

Junior Committee – Clint Sartin
Sale Committee – Linda Campbell
Education – Stephanie Smith

Membership – Callie Curtis
Marketing – Ray Paslawski