



## January Meeting Minutes

January 8<sup>th</sup>, 2020 via GoToMeeting

Members Present: Callie Curtis, Jerry Ellis, Dan Lacy, Sara O'Dell, Linda Campbell, Ray Paslawski, Bud Thomas, Matt Mefford

Called to order by President Dan Lacy @ 8:02 pm.

### Secretary Report (Callie Curtis)

- December Meeting Minutes – Approval
  - o Bud moves to approve, Sara seconds. Motion passes
- New Members
  - o Bradley Cattle, Kings Farm, Wagner Farm, Sintek Livestock
- E-Blast Use Review
  - o Sold 3 E-blast since December meeting
    - Bradley Cattle x1
    - Twin Willow Farms x2
- E-Newsletter Update
  - o Plan to send out next week
- Web page updates
  - o Website is up to date with members, links & minutes.

### Treasurers Report (Sara Odell)

- MORAA: \$20,178.64
- MOJRAA: \$18,299.91-- \$50 outstanding to MO Cattlemen's for awards

### Junior Association Update (Clint & Veronica Sartin)

- Considering an online fundraiser sale, be held week after the Show Me Reds so that they can get word out at the annual meeting.
  - o Get a tank donated—get breeders to donate frozen genetics then auction off the tank & genetics in the online sale
  - o Genetics, other items
  - o Still in planning phase, not a lot of details
- Will have limited items to auction off the Annual Meeting, focusing more on the online sale and publicity for it.
- Field Day the Saturday before the sale.
  - o Annual Jr meeting
  - o Judging & Cull/Keep Livestock Evaluation Contest—just get classes from the commercial lots, not purebred lots
    - Cattle arrive 10 am to 1 pm for the sale on Saturday
  - o Tour of Show Me Genetics
  - o Marketing Contest—Sara working on that
  - o Sponsor for lunch on Saturday for the kids



- Upcoming Publication Features & Ads (Dan Lacy)
  - o February
    - The Midwest Cattleman (Red Angus Edition) – ½ Page
    - Ray is working with Tracy on getting the ad ready
      - Incorporating the Fescue Belt logo in ad
    - Ads due January 29... Encourages members to advertise in this issue.
  - o March
    - The Missouri Beef Cattleman – ½ Page
    - The Midwest Cattleman (Hereford Edition) – ¼ Page
    - The Midwest Marketer – 3/8 Page
    - Ozark Farm & Neighbor – 3/8 Page
      - RAA Affiliate Grant Subsidized
    - These ads will be advertising the Missouri Red Angus in general... we are listing the sale as an event in the ad.
  - o Breeder Directory page—there is still room for more spots on the page. Contact Andy at Mo Beef Cattlemen
- Report on Recent Events
  - o Member Sales
    - Hankins & Bradley Online Sale – Willard, MO
      - Sold purebred show heifers & sire prospects
  - o Feeder Calf Sales
    - Farmington, MO – December 4<sup>th</sup>, 2019
- Upcoming Events
  - o Feeder Calf Sales
    - Cuba, MO – February 4<sup>th</sup>, 2019 (Tentative)
    - Deerfield Cattle Co – January, 2020
  - o Mead Farms - Performance Tested Bull Sale – March 7<sup>th</sup>, 2020
  - o Silver Spur Genetics - Annual Production Sale – March 22<sup>nd</sup>, 2020
  - o Rogers/Lile Red Angus – Annual Production Sale – March 28<sup>th</sup>, 2020
  - o Annual Meeting & Dinner – Saturday, April 25<sup>th</sup>, 2020
  - o Show Me Red Sales – Sunday, April 26<sup>th</sup>, 2020
  - o MORAA can verify that their animals are Fescue Belt Certified, and they can use the logo in their sale catalog.
    - Send registration #'s to President, Dan Lacy to verify you animals you are selling.



- Look Ahead (Dan Lacy)
  - o Annual Meeting Notices & Preparations
    - Board Elections
      - President—Dan plans to run again, but anyone wants to step up feel free.
      - Treasurer—Sara plans to run again, if someone wants to run feel free
      - Director at Large—Ray is going to step down.
      - SE Director—Micah?
      - SW Director—Linda plans to run again.
      - New Junior Advisor--
    - By-Law Requirements
      - 60 Day Notice – Meeting Notification (time, date & location). No stipulation
      - 30 Day Notice – Nomination Process via internet, email & hard copy.
      - 14 Day Notice – Publish Bio's of Candidates via internet & email
      - % of Annual Dues vs RA Promotion
        - o This isn't treated as a by-law
        - o Set a % going forward so that we show members the value of their membership.
        - o Dan is going to work with Sara to get some solid data that we can quote in our campaign to increase the dues.
      - Fiscal Year Change – Requires Member Approval
        - o Change to the By-Laws
        - o Needs to be sent out 14 days prior to the meeting
        - o Table this to February meeting due to Fiscal year change & election dates.
      - Increase in Dues – Requires Member Approval
      - Guest Speaker?
        - o Sara--A panel of speakers—a good panel of speakers so that it has something for everyone.
          - Dr. Jordan Thomas--SW Research Center & Dr. Eric Bailey--Extension Fescue, Larger producer, Smaller Producer, Agronomist
        - o Bud could we just have Dr. Jordan Thomas & Dr. Eric Bailey or just one of them.
        - o Ray thinks it fits great into our fescue message we are trying to market.
        - o Dan would like to contact Jordan Thomas and/or Dr. Eric Decker see his thoughts and availability. He will let us know what he says at our next meeting.



- Spring Sale Planning (Linda Campbell)
  - o Sale Starts 1:00 pm Sunday
  - o Biggest obstacle will be parking on Sunday due to Cowboy Church.
    - They offered to cancel their second service on that Sunday so that we can have more time in the morning.
  - o They have classrooms set up in the meeting room. Linda is going to go to the barn sometime to check it out and see how much room we have for the meeting.
  - o Linda wasn't planning on mailing the sale guidelines and just direct them to our website for the sale guidelines.
    - Entry Info, Catalog Advertising Form, Invitation from President to Consign, Fescue Belt Certification letter will be mailed out. Visit website for sale guidelines, because majority of members do not consign. Linda didn't know if we needed to send the guidelines to the entire membership.
    - Ray is a proponent of hard copy.
    - Jerry thinks if it isn't going to cost a lot, we should send a hard copy of everything.
  - o Guidelines—
    - Changes have been made since the last one Linda sent out.
    - Commercial female age limit is 4 years old instead of 6 like previous years.
    - Included commercial commission rate
  - o Linda plans to send out after approval of the sale guidelines by the board.
  - o If we have a problem with a meeting room. The cowboy church has an events center 3 miles down the road and they don't charge for rental. Linda is going to run down and look at it.
  - o Sale barn says if we cater the meal it will be a \$500 rental fee to use the meeting room upstairs.
  - o Dinner/Meeting time start—6:00 pm
  - o We will be using the office for numbers & check out.
  
- Dan has 44 MORAA hats left. Linda will look at her inventory.

## Adjourn

- Matt moves to adjourn. Jerry seconds it. Meeting adjourned 9:46 pm

### 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