



## MORAA Board Meeting

July 16, 2019

Embassy Suites Kansas City, MO

**Members Present:** Dan Lacy, Clint Sartin, Jerry Ellis, Linda Campbell, Callie Curtis, Matt Mefford, Ray Paslawski

Meeting Called to Order by President Dan Lacy @ 1:08 pm

Secretary Report (Callie Curtis):

- Dan calls for a motion to approve minutes as read. Jerry moves & Matt seconds. Minutes Approved

Treasurers Report (Sara O'Dell):

- \$29,381.96 MORAA Account current balance
- Sara presented the board with a detailed report of the accounts from May 1, 2018 to current & May 1, 2019 to current. Board members are to review this and will discuss more at our next meeting.
- Sara wants to know if we want to do mobile deposits so that checks can get in the bank quicker and less trips to the bank and not risk getting anything lost in the mail.
- Sara moves to add Secretary & President to have account access. Matt seconds, motion passes.
- Do we want to change our fiscal year from January 1 to December 31? Table to another meeting.

**Open Items from Previous Meetings:**

- JoAnn Ory Scholarship Fund: Geane just wanted to put forth \$200. Clint & Steven think that we start a herdsmanship a year for Ozark Empire Fair or Missouri State Fair for 4 years and do \$50 check and a director's chair (like we have in previous years).
  - o Steven will contact Geane and see if this would be of interest to her.

**New Business:**

- Review Dues Structure for 2020/2021
  - o Dan do we want to increase our adult membership dues?
- Dan table to next meeting.

**Area Directory Reports:**

- NE Director Matt Mefford: Nothing to report (Sara—Livingston Co Red Angus is the largest breed of cattle there)
- NW Director Jerry Ellis: MSF waving all the late entry fees for exhibitors
- SE Micah Bristow: not present
- SW Linda Campbell: Nothing to report (Red Angus was largest breed at Green Co fair)
- At Large Ray Paslawski: Helped increase awareness of MORAA and support RAAA by providing 65 MORAA pens and 65 MORAA magnet clips for the Summitt meeting held in Kansas City July 14<sup>th</sup> – 16<sup>th</sup>.
- Ex-Officio Steven Rogers: State fair is coming..

**Committee Reports:**

- Junior Committee (Clint Sartin)
  - o Junior Budget Proposal & Review:
    - Current Balance MOJRAA: \$22,500 approx

- Scholarship (Educational Grant Program): submit an essay of how it will benefit them on their operation. Will take on a case by case basis & allocate funds accordingly.
    - Jerry moves to approve budget + \$500 for the American Royal \$8262.98 (+% Show premiums OEF)
      - Callie seconds. Motion passes
      - Jerry Amends above motion to include OEF % premiums approx. 200 (\$8462.98) Callie seconds.. Motion passes
    - Clint to ask MORAA to match their \$250 to get the Reserve Red Angus heifer & Champion B&O in the Supreme Drives.
    - JAC (Junior Area Coordinators) If advisory board feels like they fulfilled their duties they are eligible for a \$200 scholarship... Terms end MSF... Do we want to continue this? Discuss in August meeting
  - Jr Area Coordinators are up and will be getting applications this next year
  - Fastest growing exhibitors at NAJRAE at 15 this year.
  - Fundraiser idea: Next year get a semen company to donate a semen tank and have members donate semen and/or embryos then auction it off or sell raffle tickets.
- Membership Committee (Callie Curtis)
  - Presented Membership Directory update—expected to go to printer end of this week.
  - E-Blasts—need to promote this more for the fall sales.
  - E-Newsletter: How many people are opening these? Do we want to hard mail them?
    - The current look isn't very mobile friendly.... Look into different layouts.
    - Consider changing color format on e-newsletter—printing uses a lot of ink on red.
- Sale Committee (Linda Campbell):
  - Post Sale Survey—Discuss comments
    - Dan to visit with Kyle Gilcrest about future sale clerking.
  - Sale Date—
    - Sunday—more people at Annual Meeting on Saturday night, moving away from Easter, maybe make it more of an event type setting for all.
    - What start time do we need to use for Sunday sale and not conflict with Cowboy Church?
    - Ray what about a split sale? Commercials one day and registered cattle the next
    - Jerry can we have a bull sale at a different time and just sell females in May?
    - Linda are we killing too many entries with a May sale?
  - Sale Commission Rates & Structure—See Linda's report sheet
    - Commission Rates—
      - Commercial commission rates increase to 4.75%--Matt moves, Jerry seconds.. motion passes
    - Kyle auctioneer & Linda manage at the rates on Linda's Sale Report—Callie moves, Sara seconds... motion approves
  - Sale Guidelines—
    - Drop entry fee—if catalogued lots do not show up for the sale consignor will owe \$100/hd for registered lots & \$25/hd for commercial lots.
- American Royal
  - MORAA is responsible for the Open Show premiums which is \$500. This will get Banners for the champions in the open shows. (Approx \$200 for 2018 & \$200 for 2019)
  - Total American Royal costs \$900
  - Ray moves to accept all the above. Jerry seconds. Motion passes

- Missouri State Fair—Carcass Show
  - In the MSF Carcass Show premium book it states that MORAA pays \$500 to the top placing Red Angus steer & \$250 to the 2<sup>nd</sup> high placing steer. If they happened to be Champion &/or Reserve Overall it states we pay the exhibitor(s) an additional \$500 (Champion) \$250 (Reserve). If this were to happen it would be a total of \$1500. If this were to occur the MOJRAA would split the \$1500 with MORAA so each would pay \$750.
  - Ray is to get Steven the vertical banners for MORAA at MSF.
  
- Ozark Empire Fair:
  - To get the Reserve Red Angus female in the Supreme Drive an additional \$250 would need to be sponsored. Linda moves to approve, Ray seconds... Motion passes
  
- Marketing Committee
  - Affiliate Grant Program—Table until next meeting
  - Presentation of 2019-2020 Advertising Plan—Board was given the advertising plan, but no discussion. Will discuss more at next meeting.
  - Trade Show Marketing Material: Each Area Director was provided a “Master Copy” of the Marketing material to be used at Trade Show Booths and Fairs. New material included: Why Red Angus? How The Red Angus Color Works? Why Missouri Red Angus (Fescue Focused)? Why become a MORAA Member? Why become a MOJRAA Member? Each Board and Committee Chair member also received a handout. Promotional Pens and Clips were also available for AD to take for their shows.
    - Ray passed out the marketing material we will be using at events during the year.
  - Presentation of “Fescue Belt Certified Program”—Board was given information regarding the new program, but no discussion... Dan asked board members to look over the material so we can discuss at next meeting.
  - Trade Show Activity & Support—Table until next meeting