



April Meeting Minutes

April 8th, 2020

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

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

Secretary Report

- March Meeting Minutes – Review & Approve
 - o Ray moves to approve. Jerry seconds. Motion passes.
- New Members—Hart Bros, LLC Brian Hart Mendon, MO Commercial
- E-Blast Use Update
 - o 6 Different members utilized this service. Ory's Circle 7 Red Angus purchased a e-blast to be sent once a week for 6 weeks.
- E-Newsletter Update
 - o Dan will contact everyone that had sales to try to get sale reports.
 - o If each board of director could send in something for the newsletter it would be very helpful.
 - o Juniors have sent Callie all info for their portion of the newsletter.
- Website—Do we want to be added as an administrator to our webpage.
 - o Clint—keep things simple as we can and keep the workload
 - o Ray—Keep things simple &
 - o Matt—Keep things simple
 - o Dan consensus
 - o Sara makes motion that we pay the raised fee & continue the updates as normal. Ray seconds. Motion passes

Treasurers Report (Sara O'Dell)

- Current account balances minus outstanding debts
- MORAA \$18,578.75
- MOJRAA \$17,619.91
- Midwest Cattlemen invoice—1/4 page ad \$335 that wasn't listed in our original ad with them. March 12th— Invoice says Show Me Reds Sale
 - o Dan we had a ¼ page ad in the Hereford edition (March).
- Sale Advertiser Refund Status
 - o Sara mailed checks back to advertisers today.

Junior Association Update (Clint/Veronica Sartin)

- Online Fundraiser Sale
 - o 25 Lots
 - o Data was submitted today to Breeders World
 - o Ozarks Farm & Neighbor & Midwest Cattlemen will be advertising sale there
 - o E-Blasts from MORAA & ARA to advertise
 - o E-Newsletter



- Juniors news will be now featured in the MORAA E-Newsletter
- Dan would like to nominate Coby & Rachel Jones to be the new MOJRAA advisors. They are from Nevada, MO have 2 young boys that are very active in showing & raising cattle. Rachel has accepted the nomination if the board approves.
 - o The board approved the Jones nomination as the new Junior advisors.

American Royal Update (Dan Lacy)

- RAAA Board Approved American Royal as a Regionally Sponsored Show
 - o RAAA Will Now Provide Additional Funding - TBD

Marketing Committee Update (Ray Paslawski)

- 2019/2020 Ad Campaign Complete
- We will look at designing the ad campaign for fall 2020 spring 2021.
- Web Page Update – Commercial Cattleman & Education
 - o EDJE has received everything they need to proceed.
- Fescue Belt Certification Activity Report (Dan Lacy)
 - o March Activity = 3 Requests >>> 21 Bulls & 0 Females
 - New Members – J3 Land & Cattle & JS Ranch
 - o Steven—What are our thoughts for 2021?
 - Dan we have received a lot of requests from our “neighbors” in other states. Dan would like to us add our them to our eligibility. Would also like to figure out a way to qualify the commercial cattle for our commercial members.
 - Steven would be willing to help do some research on this.
 - Matt—wasn’t the reason why we chose just Mo for FBC because we didn’t know where to draw the line?
 - Linda—what is the time involved in expanding the area? Will this create more of a workload for the person in charge of verifying these animals.
 - Dan doesn’t think that this will add more workload and it is not that difficult.
 - o Dan will work with Steven and welcomes any/all input on this topic.
 - o Dan to Steven do you think that the FBC helped your sale? Steven likes that it added value and will continue to add value as we move forward. He thinks that if we could get commercial heifers FBC that would help even more for those cattle.
 - o Ray thinks we should consider increasing the out of state membership dues. Dan agrees, he has been members of out of state associations, and certainly would accept it if it were to happen to him. We can discuss at a later date.

Sale Committee Update (Linda Campbell)

- Sale Cancellation Decision Review
 - o Feedback—once she explained the financial hit we would have taken if we would have proceeded they understood why we cancelled
 - People asked if we are considering a fall sale.
 - Jerry—6 people say lets have a fall sale



- Talked to Kyle Oct 3, 10, 17th are open
- Dan said that he has always thought if we had a second sale he would like to be more central located or northern.
- Sara—how big of a sale are you thinking?
- Dan we could take more bulls in the fall sale, Jerry agrees bull market would be better.
 - An October sale would be like having a March sale.
- Dan--thinks that if we want to look at it, we need to look at it as an annual thing and still have a spring sale.
- This year might be the best year to try it considering we had to cancel the spring sale.
- Dan--we need to a location that can accommodate haltered cattle, registered cattle & pens of commercial cattle.
- Jerry what does Springfield cost us?
 - Linda—it has been ending up around \$4000 with rent, bedding & workers. The building rent is \$2500.
- Dan—Jerry can you find a suitable location in central Missouri?
- Sara—There's a new barn close to Carrolton that could be a possibility to host a sale.
- Costs—Tracy charged us \$150 for ad design

Annual Meeting & Election Options (Callie Curtis)

- Annual Meeting Cancellation Feedback
 - Dan—Scott Bachman called and suggested we have a meeting on Zoom. Dan said he didn't know our membership was tech savy enough for this. Sara—doesn't recommend.
 - Linda—we need to put in the newsletter that we need officer nominations by a certain date. Callie will do that.
 - Linda thinks our hold up now is when will we be able to have larger gatherings on planning an annual meeting.
 - Dan—feels like we need to try to have it as soon as possible, without having to reschedule multiple times.
 - Steven—there are exemptions out there for agriculture, if we encountered problems.
 - Matt thinks we continue this conversation at next months meeting.
- Bylaws Allow No Proxy Voting

Member Directory Planning (Callie Curtis)

- Premium Page Sales
 - Ray what does the service cost that the juniors are using cost?
 - Callie is going to contact Breeders World to see what the cost would be?
 - 6 Lots total

Other Business (Dan Lacy)

- Recent Events
 - 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
- Upcoming Events
 - Breezin B “Pretty in Pink” Online Heifer Sale – April 14th
 - MC Livestock “Pick Six” Online Heifer Sale – April 16th
 - Bradley Bred Heifer Sale – April 18th
 - MOJRAA “Best of Missouri” Junior Red Angus Online Fundraiser
- Farm Fest—Callie is submitting the signed contract to secure our spot for Farm Fest.

Adjourn—Callie moves we adjourn. Jerry seconds. Meeting adjourned 9:53 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

Membership – Callie Curtis
Marketing – Ray Paslawski