



Special Meeting Minutes

March 16th, 2020

COVID-19 Pandemic & Upcoming MORAA Activities

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

Opening Comments (Dan Lacy)

- Due to the current condition throughout the country, we need to take a good solid look at what we are stepping into.
- The environment is very unstable at the moment. Each day the government & CDC provide more stringent guidelines to follow.
 - o Today they've asked us to limit gatherings to 10 people or less and to plan on that for the next 8 weeks.
 - o Based upon what I see in Europe & the US North East, I would expect conditions to deteriorate before they get better.

Show-Me Red Sale Status (Linda Campbell)

- Financial Risks
 - o Funds Spent to Date & Unrecoverable
 - We have spent roughly spent \$250
 - o Funds Scheduled to be Spent < 10 days
 - If we continue until March 27th we would be out roughly \$1500
 - o Total Unrecoverable Costs if Sale Cancelled April 15th.
 - Roughly \$10,000 between, ads, catalog design, printing & mailing
- Options
 - o Proceed as Planned
 - Associated Risks
 - Poor Crowd & Weak Sales
 - o High Consignor Commission Rates
 - o If the sale is down will this affect future sales? Will we lose consignors, buyers?
 - Government Forced Cancellation Prior to Sale Date
 - o Catalog (design/print/mail)
 - o Sale Advertisement Costs
 - o How Does MORAA Recover Costs?
 - Will the consignors help pay for costs if we are unable to proceed with the sale, since many of them feel we should proceed?
 - o If we Cancel Sale Entirely
 - MORAA Absorb Costs Incurred to Date (\$250)



- Online Format--Option
 - All Cattle would Need Photos & Videos—Could get expensive to go to each farm to picture & video. Many of our consignors are not sat up to do this.
 - Format Typically Not Geared Toward Our Audience
- Postpone Until Later Date (Fall)
 - Need to ask consignors if they would be interested in a fall sale. Will this interfere with members sales in the fall?
- Consignor Opinions
 - Jerry said everyone in NW district that is consigning said that they would like to see the sale proceed. The consignors in his district didn't seem concerned that MORAA could potentially be out a large amount of money if the sale was forced to cancel later.

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Annual Meeting/Election & Banquet (Dan Lacy)

- Options
 - Proceed as Planned in Conjunction with Sale
 - Postpone if Sale is Cancelled
 - Plan to Hold at a Later Date
- Ray recommends that we do not ask to increase dues at this time. Bud moves to rescind the dues increase. Sara seconds. Motion passes
- Bud Thomas moves that we cancel the sale & postpone the annual meeting and give consideration of future sale dates if markets straighten out. If it doesn't work move to Spring 2021. Callie seconds.
 - Yes-Bud, Sara, Callie, Linda, Matt
 - No-Jerry (oppose due to the NW consignors' opinions on the sale continuing, but supports the decision to cancel)
 - Motion Passes

Adjourn—Meeting adjourned 9:35 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