



March Meeting Minutes

March 3rd, 2021

Members Present: Callie Curtis, Dan Lacy, Bud Thomas, Sara O'Dell, Micah Bristow, Coby Jones, Jeff Jenkins, Veronica Sartin, Jerry Ellis, Linda Campbell, Steven Rogers, Matt Mefford

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

Secretary Report (Callie Curtis)

- January Meeting Minutes – Review & Approve
 - o Bud moves to accept the minutes. Jerry seconds. Minutes approved.
- Email Service—EDJE is cancelling our email services June 30, 2021 we need to find a new email provider. EDJE has provided a list of possible providers.
 - o Sara & Coby recommend Microsoft Office 365 and to use TEAMS as our conferencing services.

Treasurers Report (Sara O'Dell)

- Current account balances
 - o MORAA: \$14,273.85
 - o MOJRAA: \$20,456.80
 - o Second notice has been send to Scott Bachman for no sale commission for \$1,251.05

Junior Association Update (Colby/Rachel Jones)

- Recent/Future Junior Events & Activities
- Ellison artwork that was donated last year, but the meeting/sale was cancelled so they will auction it off this year. Proceeds will go to the juniors. When would be the best time to sell this picture?
- Junior Red Angus advisory call that shared good ideas on fundraisers, educational activities.
- April 27th Breeders World Fundraiser Sale—Would like each junior to bring at least one item to the sale.
- 4 new members

E-Newsletter Update (Veronica Sartin)

- E-Newsletter Update
 - o Winter Newsletter—866 people sent, 193 opened it. 22.3% that are opening them.
 - 1% or 8 people Clicked on the links
 - o Next issue will be released the first week of April. Future issues to be released the first week of June, October & January
 - o Please provide news, educational articles & any interesting content to Veronica Sartin.

2021 American Royal Red Angus Show (Jerry Ellis)

- Proposed Funding
 - o \$750 – MORAA
 - o \$250 – MOJRAA
 - o Callie moves to approve, Bud seconds. Motion passes.



Marketing Committee Update

- Upcoming Ads (Dan Lacy)
 - o March
 - Missouri Beef Cattleman – Special Bull Buyer Guide – ½ Page Ad
 - Midwest Cattleman – Special Hereford Edition – 1/4 Page Ad
 - o April
 - Cattlemen's News (JRS) – ¼ Page Ad
- Fescue Belt Certification Program (Dan Lacy)
 - o Received letter from Nebraska Extension Agent on behalf of member Chris Polivka
 - o YTD Certifications
 - Jan – 25 Bulls ----- 0 Females ----- 0 Commercial Females
 - Feb – 53 Bulls ----- 18 Females ----- 0 Commercial Females
- Mailing List Request (Dan Lacy)
 - Reconsider selling our mailing list via printed labels
 - Bud moves that the mailing list is available for mailing labels that will be sent to the recipient. Micah seconds. Motion passes.
 - \$0.20/name + cost of any printing

Membership Committee Update (Callie Curtis)

- New Members
 - o 4 new members
 - Willie Hamm
 - Chris Mallett
 - Calvin Dryer
 - Rick Calvo
- E-Blast Use Update
 - o Alan Mead

Sale Committee Update (Linda Campbell)

- Show-Me Reds Sale Update
 - o 33 registered females
 - o 19 commercial females
 - o 2 bulls
 - o 1 genetic lot
 - o Expecting:
 - 40 more commercials
 - Looks to be over 40 on the registered females.
 - Short on bulls right now
- Bulls: For ET calves do we want to revisit if the breeders doesn't reside in FBC, but the contemporary breeder/owner reside with in our FBC, can it qualify?
 - o Callie moves for the Exemption for ET calves that the contemporary breeder/owner must reside in the Fescue Belt and owner must be a member of MORAA. Steven seconds. Motion passes.
- 4 advertisers for the catalog so far this year.



Annual Meeting & Banquet (Callie Curtis)

- Board Elections
 - o Open Positions: Vice-President, Secretary, NW Director & NE Director
- Special Notices
 - o Changing of the fiscal year: Send out closer to the 14 day period.
- Dinner Catering
 - o Country Fried Steak dinner \$15.00/person
- Guest Speaker – Jared Decker (pending)

Upcoming Events

- 3/6/21 – Mead Farms – Barnett, MO
- 3/27/21 - Rogers Red Angus Sale – Strafford, MO
- 3/27/21 – Maplewood Acres – Sedalia, MO
- 3/28/21 – ELS Livestock – Maryville, MO
- 4/17/2021—Double A Land & Cattle—Nevada, MO
- 4/17/21 – Reds in the Green Hills Sale – Harris, MO
- 4/23/2021 - Annual Banquet & Meeting – Springfield, MO
- 4/24/21 – Show Me Red Sale – Springfield, MO

Adjourn—Bud moves to adjourn. Steven seconds. Meeting adjourned 10:01 pm.

MORAA Board of Directors

Dan Lacy: President
Bud Thomas: Vice-President
Callie Curtis: Secretary
Sara O'Dell: Treasurer
Steven Rogers: Director At Large
Linda Campbell: SW Director

Micah Bristow: SE Director
Jerry Ellis: NW Director
Matt Mefford: NE Director
Jordan Thomas, Ph D: Ex-Officio (Education)
Jeff Jenkins, DVM: Ex-Officio (Industry Support)

Committee Chairpersons

Junior Committee – Rachel Jones
Sale Committee – Linda Campbell
American Royal – Jerry Ellis

Newsletter – Veronica Sartin
Membership – Callie Curtis
Marketing – Dan Lacy/Steven Rogers