



Summer Meeting Minutes

June 9th, 2021 | Sedalia, MO

Members Present: Dan Lacy, Callie Curtis, Jerry Ellis, Bud Thomas, Jeff Jenkins, Rachel Jones, Brian Hart, Linda Campbell, Jordan Thomas, Nate Koelling, Connie VanWye, Veronica Sartin

Meeting called to order by president Dan Lacy at 10:04 am

Secretary Report (Callie Curtis)

- May Meeting Minutes – Review & Approve
 - o Brian moves to approve minutes, Bud seconds.

Treasurer Report (Sara O'Dell)

- Sara is not present at 10:07 am.
- Dan sent an email out regarding an internal financial review of the association's finances. There was a confidential closed-door discussion.
- Treasurer Report & Review
 - o Review Account Balances & Details
 - o Credit Union balances to Investors Account
 - o \$19,924.07 goes to MOJRAA
 - o \$10,657.71 goes MORAA
 - o Pending transaction for \$30,581.78 (total of the above)
- **Junior Committee** (Colby/Rachel Jones)
 - o Junior Budget Proposal & Review
 - o Rachel presented the board with the July to December 2021 and Jan to Dec 2022 budget proposal.
 - o Callie moves to approve the 2021 junior budget. Steven seconds. Motion passes.
- **Show Committee** (Jerry Ellis)
 - o Budget Proposal & Review
 - Brian Hart moves to approve the \$200 show committee budget. Bud seconds. Motion passes
 - o % Female Show Requirement Revision(s)
 - Animal must be predominately red-hided or reddish yellow, and may include red-baldy cattle. No black, gray or smoky color allowed.
 - Bud moves to amend the color requirements for the % shows as read above. Nate seconds. Motion passes



- **Membership Committee** (Callie Curtis)
 - E-Blast Service
 - iContact \$403.92 use for E-Blasts and E-Newsletter
 - Directory
 - Proceed with the Directory to be ready to print beginning of January. Bud moves. Connie seconds.
 - We will send out notices that in order to be included in the director listing that dues must be received by mid-December
 - Look into what pricing for printing a larger book (8.5" x 11" would cost.
 - We would like to see if there's an option for a cheaper ad space to try to get more members to place ads.
 - Could possibly look at doing a printed newsletter with the directory?
 - E-Newsletter (Veronica Sartin)
 - Sending out in July. Send Veronica any information you would like to see in the newsletter!
 - Printed Newsletter:
 - Cost of a printed newsletter is looking to be very costly from the first quote received. Would we be able to sell enough ads to cover doing a printed newsletter?
 - Veronica will contact other designers to see if there might be a cheaper option.
 - Secretary Expenses:
 - iContact: \$403
 - EDJE: \$1000
 - Microsoft: \$200
 - Office Supplies: \$300
 - Stamps: \$300
 - Nate moves to accept secretary expenses. Bud seconds. Motion passes

- **Marketing Committee** (Steven Rogers)
 - Red Choice Program (Jordan Thomas)
 - Chessie is the contact at RAAA and MU Extension program and enroll in Show Me Select program.
 - Females have been pelvic measured, trac scored, met health protocols and have an expected calving date since they were ultra-sounded.
 - This is more of a marketing tool from RAAA.
 - Affiliate Grant Program Application
 - Due June 30th—Steven is working on this application.
 - Recommended 2021/2022 Advertising Plan
 - Steven will remove some line items and resend to the board for approval.
 - 2021/2022 "Fescue Belt Certified" Program
 - We need to try to recruit commercial cattle to be a part of the FBC.



- **Sale Committee** (Linda Campbell)
 - 2021 Spring Sale Review & Closure
 - \$312,575 Gross
 - Expenses \$36,151.37
 - 100 head fewer than 2019
 - Commission rate 14.4%
 - MORAA share at 0.5% gross = \$1,57
 - Recommended Sale Commission Rates
 - Change MORAA commission on commercial cattle to 1% from 0.5%. Bud moves. Callie seconds. Motion passes.
 - Recommendation for Fall Sale
 - The sale committee currently does not recommend a fall sale. The main reason is lack of a sale manager as well as our financial situation right now.
 - Recommended Spring Sale Implementation Plan
 - Date, Facility, Sale Manager, Auctioneer, etc.
 - Annual Meeting will be April 22, 2022 in the evening
 - April 23, 2022 @ noon Springfield Livestock Marketing Center
 - Linda Campbell sale manager, Kyle Gilchrist Auction—clerking/auctioneering
 - Bud moves to accept the 2022 Fall Sale Dates & Management. Connie seconds. Motion passes.
 - Linda—would anyone entertain the idea of doing an online sale in the fall instead of holding an in person event?

Next Meeting: July 7th 8:00 pm conference call

- **Adjourn**—Bud moves to adjourn. Brian seconds. Meeting adjourned at 5:32 pm

MORAA Board of Directors

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

Micah Bristow: SE Director
Brian Hart: NW Director
Nathan Koelling: 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

Membership – Callie Curtis
Marketing – Steven Rogers