

## Meeting Minutes

November 12, 2025

- Call to Order & Roll Call - 7:00 pm
  - Members Present: Aubrey Jung, Darin Biegel, Adam Brown, Connie VanWye, Genna VanWye, Shannon Lanier, Brad Mosby, Heath Halley, Callie Curtis, Linda Campbell, Veronica Parker-Sartin, Jeff Jenkins
- Secretary Report (Aubrey Jung)
  - October Meeting Minutes - Review & Approve
  - New Members: Roy Kaderly and Steve Gallivan
    - Motion to Accept: Darin Biegel
    - Second: Brad Mosby
- Treasurer Report (Linda Campbell)
  - Current Bank Balances:
    - MORAA - **\$39,043.41**
      - **\$3,250 to be paid to EDJE**
    - MOJRAA - **\$12,630.69**
  - Update on finding a new treasurer?
    - Motion to approve: Brad Mosby
    - Second: Darin Biegel
- Junior Committee Update (Shannon Lanier)
  - Void the check to Danika Lowery
  - Cattlemen's Congress is the next big show for our Juniors!
- Old Business
  - Date and Location for budget meeting
    - Location:
    - Date
  - There was a form emailed out regarding scheduling, along with this was a general meeting location being in the Jefferson City/Columbia area.
  - Adam is sending a link to fill out a new form for us to fill out!

### *MORAA Board of Directors*



*President: Adam Brown*

*Secretary: Aubrey Jung*

*Director at Large: Connie VanWye*

*SE Director: Jeff Jenkins*

*NE Director: Brad Mosby*

*Ex-Officio (Education): Jordan Thomas*

*Ex-Officio (Industry Support): Jeff Jenkins*

*Vice President: Darin Biegel*

*Treasurer: Linda Campbell*

*SW Director: Marcus Martin*

*NW Director: Heath Halley*

- New Business
  - Show Committee (Nick/Callie)
    - Discussion of paying Junior members for showing at the Shootout
      - We never paid for our breed representation
      - Will be \$1000 from the adult account
    - “I move to pay for the 2024 MSF Show-Me Shootout Champion Red Angus breed representatives totaling \$1000”
      - Motion: Linda Campbell
      - Second: Connie VanWye
    - Approval of updated MO State Fair Rules/Guidelines
      - The MSF shows follow the RAAA show rules EXCEPT for the rule regarding DNA parentage and Z/B will be placed into the percentage class
      - Bulls are bred and owned by 4H/FFA exhibitors
      - Add a division for March/April and January/February to be split due to size and the representation of the breed
      - Added that they must be members
      - “I move to approve the updated show committee rules regarding the Red Angus breed.”
        - Motion: Brad Mosby
        - Second: Darin Biegel
    - MSF Beef Show Dedication Breeder Nomination
      - Lacy Red Angus
      - Other nominations are due next Wednesday, November 19th.
  - Sale Committee Report and Business (Brad Mosby)
    - Recommended changes:
      - Voted for and passed:
        - registered females that are black hided but red carriers can be in the sale
        - raised WW on bulls from 550# to 600# (adjusted)
        - Commercial (50%) red angus bred heifers can be bred to a pure bred hereford bull can be in the sale (red baldie heifers bred to herefords cannot sell)

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- Recommendation to sale manager: frozen genetics will sell at the end of the sale
      - “I move to approve these changes as presented by the sale committee.”
      - Motion: Aubrey Jung
      - Second: Darin Biegel
      - Motion passed
  - Marketing Committee Report (Marcus)
    - Great progress! Our marketing package includes:
      - Fully outlined marketing budget (proposals for multiple budget options starting at \$10,000)
      - A complete schedule for print publications
      - 2 example print publications
      - Refined marketing strategy language and messaging
      - Ideas for webinars and director-led marketing efforts
      - Strategies for area directors to enhance outreach and engagement
      - An in-person handout strategy for events and producer connections
      - A plan for integrated social media coordination to connect all efforts
    - Total cost to get work started is \$330, covers 15 hours of work at \$22/hr.
    - “I’d like to move to approve this expense of \$330 so we can move forward and begin building momentum ahead of the next fiscal year.”
      - Motion: Brad Mosby
      - Second: Connie VanWye
    - Feel free to reach out to Marcus with any thoughts or concerns!
  - MORAA Field Day
    - Topic at August Meeting
    - Gather Further Input if needed
  - Digital Media Committee (Veronica)
    - Ensuring eBlasts were received
    - Working with Linda and Aubrey to manage files across all boards
    - Sent photos to EDJE for website production
  - Director/Regional Updates
    - Connie – At Large

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