



## Meeting Minutes

October 1, 2025

- Call to Order & Roll Call - 7:00 pm
  - Members Present: Aubrey Jung, Darin Biegel, Adam Brown, Connie VanWye, Veronica Parker-Sartin, Shannon Lanier, Brad Mosby, Heath Halley, Marcus Martin, Linda Campbell,
- Secretary Report (Aubrey Jung)
  - September Meeting Minutes - Review & Approve
    - Motion to Accept: Brad Mosby
    - Second: Marcus Martin
- Treasurer Report (Linda Campbell)
  - Current Bank Balances:
    - MORAA - **\$38,898.99**
    - MOJRAA - **\$13,240.09**
  - Update on finding a new treasurer?
    - None yet, potentially Susan. Linda
  - 1st or 2nd for the treasurer's report?
    - The board agreed to hold meetings on the second Wednesday of each month. Not all data is available for the Treasurer's report on the 1st. Allows more time for the treasurer to distribute reports to board members and for them to review the monthly financials before the monthly meeting.
  - Approve Payments (if any) As Required
    - Motion to approve: Darin Biegel
    - Second: Marcus Martin
- Junior Committee Update (Shannon Lanier)
  - Receipts for American Royal will be landing on Linda's desk soon. Hope to see some support on Oct. 23<sup>rd</sup> at 2 pm. Junior's email is currently not working; Shannon is seeking a Google Admin from within our organization. Aubrey was

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allowed to change the password, which allowed Shannon to log in for the first time (this update arrived immediately following the meeting). Linda noted the importance of having all passwords readily available, as there are several members who need to access data stored within these emails, especially when board members leave the circle.

- Old Business
  - Creation of the Fescue Belt Committee
    - Certify Sale Animals
    - Liaison to new research projects
    - Update from Aubrey and Veronica
    - The committee consists of Aubrey, Veronica (fills in as needed), Adam & Darin.
  - Serve as liaison to new research projects.
  - Update: (Veronica in Aubrey's absence)
  - (1) In June, Dan Lacy stated the following. How do we see fit to respond?
- “In my opinion, this announcement by the RAAA is a golden opportunity to promote the MORAA.
  - Fescue Belt Program & its members' operations.”
  - (2) Two requests (Lacy's RA & MC Livestock) 66 animals approved/7 denied (due to color/not 50% RA).
  - (3) Standard work created to assist with processing.
  - (4) What data does the board wish to see moving forward?
- New Business
  - Select a Date and Location for the budget meeting
    - Location:
    - Date:
    - Adam committed to sending an email following this meeting with each October & November weekend date listed for board members to respond to by

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marking which ones work best for them to attend an in-person meeting, preferably in Jeff City/Columbia area.

- Show Committee (Nick/Callie)
  - The Show Committee is currently working on rules for our shows (possible updates), as deadlines are approaching for several major shows. Board members who want to contribute are welcome to reach out with ideas. 2024 payment to winners of State Fair Show-Me Shoot Out was discussed...there is some confusion regarding who was supposed to pay juniors – MOJRAA or State Fair? Additional information is being sought from former show committee members before making a final decision, though several current board members leaned toward taking the \$1000 from the junior account to cover the cost that we believed was to be paid by the State Fair.
- Sale Committee Report and Business (Brad Mosby)
  - 9/30 Meeting Summary
  - The committee met to discuss possible updates. No changes noted at this time.
- Marketing Committee Report (Marcus)
  - 2025 Marketing Plan and Budget progress
  - We did not meet formally in September, but progress has been made behind the scenes.
    - I reached out to multiple communication professionals; costs to manage accounts are higher than we/I anticipated...
      - Total cost would low-end exceed...
      - I'm working with a good contact who may help us find someone within our range. Veronica's roadmap will help us save costs by giving outside partners a foundation.
      - How do we track value?
      - Missouri Red Angus Processing Cert...
  - Farm Fest

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- Farm Fest is ready: booth supplies are secured, candy for an attractor, and a sign-up sheet for the newsletter are prepared.
- MORAA Field Day
  - Topic at August Meeting
  - Gather Further Input if needed
  - I'll pass it to Connie for additional Field Day updates.
- Connie and the marketing team will collect costs and determine potential dates to have ready for a vote ahead of the budget meeting.
  - Digital Media Committee (Veronica)
    - Website Progress – Moving forward with behind-the-scenes items. I'm receiving weekly updates, though nothing new to offer today. Next update with them is this Friday.
    - Photo Contest – Thru 10/15 - let's get those high-quality photos sent in to [info@missouriredangus.com](mailto:info@missouriredangus.com) to be considered for use in the new website.
- Connection with Jordan Thomas – how would we like to proceed? Mr. Thomas has been an exceptional addition to our team from an educational point of view. His busy schedule has left us short a contact. Genna VanWye, his research assistant and highly educated Red Angus breeder with a lot of experience with junior programs, was offered as a replacement for consideration. Veronica will reach out to her and have her response by November's meeting.
  - Director/Regional Updates
    - Connie – At Large
      -
    - Marcus – Southwest
      - Discussed reaching out to members in his area, an action item that was once required of directors. All directors are encouraged to touch base and keep up with those in their area as able... to answer questions, to

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obtain material, to clarify program requirements, to encourage involvement, etc.

- Jeff – Southeast
  -
- Brad – Northeast
  - Named two sales in his area coming up, one being a Hereford sale for anyone seeking to make red baldies. Veronica offered to contact RAAA for Baldie program literature that could be shared with attendees. Brad still has directories, and he'll confirm with farms whether they're okay with MORAA sharing literature. Anyone with this type of need can reach out to Aubrey or Veronica about obtaining materials.
- Heath – Northwest
  -
- Additional Committee Reports (As Needed)
- Adjourn -
  - Motion to adjourn: –
  - Second: -

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