

Minutes

July 13, 2017 Quarterly Board of Directors Meeting Ohio Shorthorn Breeders' Association Held at the Ohio Cattlemen's Association Office 5:00 P.M.

Members in attendance:

Michael Bihl, Mike Carper, Dick Cronley, Sarah Denlinger, Kyle Geho, Dave Greenhorn, Jamie King, Lee Miller, Keith Moore, Josh Schrock, Trudi Tilton, Tom Turner, Jeff Winkle, Jason Workman, and Rick Workman

Burgers provided by OSBA

President Lee Miller called meeting to order at 5:08 P.M.

Michael Bihl led the group in the Pledge of Allegiance.

Minutes from Previous Meeting (4-17) – presented by Trudi Tilton

Mike Carper moved to accept. Josh Schrock seconded. Motion passed

Treasurer's Report – presented by Michael Bihl

- Current bank balance is \$20,738.79
- Current bank balance of OJSA is \$9,902.68
- There needs to be a few more directory ads paid for. Invoices will be sent.
- Michael Bihl moved to accept. Jeff Winkle seconded. Motion passed.

Annual Budget - presented by Michael Bihl

Dave Greenhorn moved to accept. Josh Schrock seconded. Motion passed.

OJSA Report - shared by Jeff Winkle

- Preview Show held at Hillsboro, Ohio on June 10 and 11
 - Went well
 - Hank LeVan worked with members about judging livestock as prep for Jr. Nationals
- Jr. Nationals were held in Tulsa, OK from July 3 through 8
 - Ohio brought home first
- Duane Miller (via Lee Miller) shared his thoughts that OSBA help cover some of Scott Winkle and Katie Cull's expenses in Tulsa.
 - Dave Greenhorn moved that we give Scott & Katie \$1000 to help compensate them for their expenses at Jr. Nationals. Mike Carper seconded. Motion passed. Jeff Winkle abstained from voting.

Committee Reports

New Display - presented by Mike Carper

- Made its debut at Jr. Preview Show
- Was displayed at meeting
- Trudi Tilton will bring new display & pull up displays to Hillard
- Jason Workman will setup displays at State Fair
- Lee Miller will pick up displays from State Fair
- Tom Turner will bring Shorthorn flags to State Fair

Fall Sale - presented by Mike Carper

- Sale packets have been mailed
- Some personal contact has been made to breeders by committee members
- Appears to on track for same numbers as 2016
- Rickwork suggested to have a promo item at Farm Science. Group decided not to
- Deadline is August 15

Farm Science Review - presented by Tom Turner

- Same space at show reserved
- Need help with setup
 - Monday at noon
 - Thursday at 5:30
- Suggested that there be sign up for help at picnic

Digital Media - presented by Jamie King

- website traffic - Apr-23,000, May-34,000, & Jun-29,000
- still getting steady traffic
- picking up some membership via site
- Facebook also going well
- Banner ads on website
 - Jeff Winkle suggested the idea
 - Jamie is supportive, but will need rules and fees determined before proceeding
 - Jeff Winkle will bring some rules and fees to group at October meeting
- Adding email blasts are worth considering as well
- Laura Sutherly emailed Lee, Mike, and Beth about a new Google requirement SSL
 - secure socket layer
 - it would protect information in forms online
 - \$280 ins
 - \$80 annually
 - Lee Miller suggested we hold off on acting on this
- Consensus that website and social media presence is going well and moving in a positive direction.

Old Business

- Photographs by Brianna Gwartz - presented by Mike Carper
 - still working on getting photos
 - anyone is welcome to send/share photos with Jamie
 - Jamie needs access to the Dropbox account where there are photos
 - There are about 15-20 in there

- State Show - presented by Dick Cronley & Kyle Geho
 - Kyle has worked very hard to pull show together
 - 50-55 entries
 - need to discuss the future of this show
 - possible move it to Madison Co. Fairgrounds
 - combine it with Jr. Preview show???
- State Fair
 - conflicting dates in July *Shorthorn Country*
 - Dick Cronley and Renee Logsdon are taking care of stall assignments
 - Tom Turner voiced concerns about size of Mar/Apr class
 - Scholarship presentation on Saturday
 - Scholarship introduction on Sunday
- Summer Picnic
 - Plans are coming along
 - Matt Woolfolk from ASA will speak at picnic
 - still looking for door prizes
 - last time the picnic was at Greenhorns was July 18, 1970
- Ohio Beef Expo - presented by Keith Moore
 - disappointed about sale
 - ask for reasons why
 - be sure consignors are aware that show order does NOT dictate sale order
 - Keith needs help with check & checking tattoos in 2018
 - ask auctioneer to announce buyer's name and number at time of purchase
 - Thank you, Keith!

New Business

- Dave Greenhorn moved to put a full-page colored ad in *Shorthorn Country* to congratulate the Juniors for their successful Jr. Nationals. Jason Workman seconded. Motion passed.
 - It was decided that the OCA ad be the same as the *Shorthorn Country* ad for a total of both at \$1300.
- Rick Workman wants to be sure kids get something at Ohio State Fair
 - Meal ticket at Cattlemen's was suggested but will have to wait until 2018
- Tom Turner is soliciting Allied Industries and Ambassadors for financial support
 - He suggested we centralize/organize/streamline that solicitation
 - Board will gather during State Fair to discuss this further
 - Suggested levels of giving, i.e. Select, Choice, Prime
 - This will be re-visited at October meeting
- There is only one scholarship applicant, Olivia Wood. Michael Bihl will conduct a phone interview with her. Barring no red flags, Olivia will be awarded the scholarship.

The next meeting will be held Thursday, October 12, 2017 at 5:00 P.M. in the meeting room of the Ohio Cattlemen's Association.

Michael Bihl moved to adjourn the meeting. Josh Schrock seconded. Motion passed. Meeting adjourned at 8:00 P.M.