

Minutes

April 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:

Beth Carper, Mike Carper, Dick Cronley, Katie Cull, Sarah Denlinger, Jamie King, Duane Miller, Lee Miller, Trudi Tilton, Tom Turner, Jeff Winkle, Scott Winkle, and Jason Workman

Subs provided by OSBA

President Lee Miller called meeting to order at 5:14 P.M.

Treasurer's Report – prepared by Michael Bihl but shared by Trudi Tilton

- Current bank balance is \$20,491.65
- Current bank balance of OJSA is \$12,895.48
- There was no motion to accept the report because members in attendance did not have a written copy of the report in front of them; therefore, making it difficult to clearly understand the report. Members will have a copy of the report at the July meeting.
- Suggested that we have a budget by July meeting so that we have a clear idea of money available and forecasted expenses.

Minutes from Previous Meeting (2-25-17) – presented by Trudi Tilton

- Mike Carper moved to accept. Sarah Denlinger seconded. Motion passed

OJSA Report – presented by Katie Cull & Scott Winkle

- Jr. Preview Show will be June 10-11 at Madison County Fairgrounds in London, Ohio
 - There will be an educational presentation of some type on Saturday afternoon along with discussions and planning for Jr. Nationals.
 - There will be social on Saturday evening for juniors including a corn hole tournament and a meal provided.
- Plans are on-going for trip to Jr. Nationals in Tulsa, OK in July.
- Lee offered Katie & Scott a sincere thank you for all of their continued hard work with the juniors.

Committee Reports

New Display – presented by Beth Carper

- As directed at the February meeting, the committee has begun researching costs and options for a new portable display for the Association.
- Members are Beth Carper, Quinton Keeran, Mike Carper, Nikki Keeran, & Kendall Shronkweiler.
- Beth explained she's made contact with Bri Gwartz, a current OSU college student with experience photographing livestock. It is Beth's hope to give Briana experience photographing and give the association quality photos at a reasonable price.
- Goal for completion of display is Jr. Preview Show
- Jeff Winkle moved to allow Beth Carper to work with Bri Gwartz to create a pool of stock photos that can be used on the website and on the display in an amount not to exceed \$300. Sarah Denlinger seconded. Motion passed.
- Jeff Winkle suggested that we approach the juniors about using their photos in our stock photo pool.
- Jamie King will put out a plea to juniors via social media for these photos.

Digital Media

- Lee Miller led a discussion about feelings about website.
- It's easy to navigate and info is current.
- Website gets about 100 visits a day.
- The Facebook engagements have doubled since February
- There was a discussion about how to make the website sustainable.
 - Banner ads on the websites could be an option for income
 - Jeff Winkle & Sarah Denlinger will present info about this at July meeting.

Old Business

- 2017 Ohio Beef Expo
 - Overall not pleased with money from sale.
 - Discussion about changing sale management and/or sale order.
 - Trudi Tilton moved that we give the sale manager the power to set the sale order after champions and move sale day phone bids away from auction stand. Mike Carper seconded. Motion passed.
- BEST program Shorthorn awards
 - Mike Carper moved to continue to sponsor belt buckle cases. Dick Cronley seconded. Motion passed.
- 2017 Banquet
 - Attendance was good
 - Recognition of juniors good start
 - New format good – board meeting in morning before banquet
 - Consider adding a PowerPoint recapping the year
- Summer Picnic
 - Trudi needs to get Dave Greenhorn mailing labels
 - It was suggested to invite Mark Gordon, ASA Board president

New Business

- 2017 State Shorthorn Show – presented by Dick Cronley
 - Franklin County Ag Society no longer has any money to supplement our show expenses. We will stay for 2017 but need to consider other options for the future.
 - There are several sponsors already arranged for this year:
- Upcoming Schedule
 - June 10-11 – Jr. Preview Show
 - July 11 – Board meeting
 - July 15 – State Show
 - July 28-30 – Ohio State Fair
 - Shorthorns in 2nd rotation
 - Open show first, Jr. show second
- ASA Report – presented by Tom Turner
 - Tom asked for input and opinions about GeneSeek as ASA elusive lab.
 - Members shared from personal experiences with GeneSeek.
 - The consensus was the group is not thrilled with the lab choice.

The next meeting will be July 12, 2017 at 5:00 P.M. at Ohio Cattlemen's Association Office.

Mike Carper moved to adjourn the meeting. Jeff Winkle seconded. Motion passed. Meeting adjourned at 8:23 P.M.