

Minutes

January 23, 2018 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, Beth Carper, Mike Carper, Dick Cronley, Sarah Denlinger, Dave Greenhorn, Jamie King Wheeler, Duane Miller, Lee Miller, Keith Moore, Trudi Tilton, Tom Turner, Jeff Winkle, and Jason Workman

Pizza provided by OSBA.

President Lee Miller called meeting to order at 5:07 P.M.

Michael Bihl led the group in the Pledge of Allegiance.

Minutes from Previous Meeting (10-12-17) – presented by Trudi Tilton

- Mike Carper moved to accept with no corrections. Tom Turner seconded. Motion passed

Treasurer's Report – presented by Michael Bihl

- Checking account balance as of 12/31/17 was \$12,242.18
- No balance given for OJSA bank account
- Duane Miller moved to accept. Tom Turner seconded. Motion passed.
- Lee Miller appointed a Budget Committee to meet and discuss the projected budget for 2018.
 - Appointed members: Lee Miller, Jeff Winkle, Trudi Tilton, Michael Bihl, & Beth Carper
 - Michael will get Lee a draft of a projection by February 5, 2018.
 - Committee will meet via conference call on February 12, 2018 at 6:00 P.M.
 - The projected budget will be emailed to the board after February 12.

OJSA Report - no report presented but Jeff Winkle shared some information

- Jr. Preview Show will be held at Madison County Fairgrounds in Loudon, Ohio on June 9 & 10
- There will be a silent auction at Ohio Beef Expo. Proceeds to support OJSA members at Jr. Nationals in Madison, Wisconsin.
- It was presented that there is possible tension between the Senior Board of Directors and the Junior Association.
 - Sr. Board would like consistent representation from Juniors at all board meetings.
 - Juniors would like to see more involvement of Senior Board members at Junior events.
 - Sr. Board appreciates Scott Winkle and Katie Cull's time commitment they give to the Juniors.
 - Lee Miller appointed Duane Miller to be liaison between Sr. and Jr. boards in an effort to improve communication.

Committee Reports

Ohio State Fair - open discussion

- Renae Logsdon attended the meeting in December.
- Shorthorns will be in 2nd Session

- Open Class show on Saturday
- Juniors show on Sunday
- Cattle released on Sunday
- In previous years, Lee submitted how to allocate premiums for the show. It doesn't appear that Lee's recommendations were followed. That needs to be followed-up for 2018.

Digital Media - presented by Jamie King Wheeler

- website traffic - still steady at 2700-3100/month
- Facebook followers 2300
- Instagram 87 followers in October now 130
- Jamie will make a presentation during Banquet highlighting member services available via digital media
- It was suggested Jamie add the Association's Constitution and By-Laws to the website.
- It was suggested that we use the email feature included in the website to email out various tidbits to the membership, i.e. talking points from meetings, quick reminders.
- There was a short discussion about how to collect money via website. Further discussion is needed.
- Revisited the discussion from October meeting about prices of banner ads, e-blasts, and Facebook ads. Tom Turner moved to keep the prices as the committee presented at the October 2018 meeting. Dave Greenhorn seconded. Motion passed.
- Trudi Tilton moved to continue to hire JK Designs for all Association's digital media services for another year at a cost of \$499 per month. Jeff Winkle seconded. Motion passed.

Old Business

- Directory 2018 update
 - Josh Shrock, Beth Carper, & Duane Miller on the committee
 - 12 confirmed ads at time of meeting
 - Directories are on schedule to be ready for Beef Expo in March.
- Banquet
 - Keynote speaker - Dale Minyo from Ohio Ag Net
 - OJSA will meet at 11:00
 - Lunch served at noon
 - Lee Miller & Trudi Tilton will compile a year in review PowerPoint highlighting the Association's events of 2017 that will be shared.
 - Committees will each make a short report to update the membership
 - OJSA will report
 - Time will be given for awards and recognition
 - Particularly a Lifetime Achievement Award
 - Election of officers and directors
 - Michael Bihl will share a complete financial report
 - Sarah Denlinger noticed that the postcard invite sent out did not match the October meeting minutes in terms of cost for juniors' meals at Banquet. Michael Bihl moved that we follow what was printed on the postcard. Jeff Winkle seconded. Motion passed.
 - Dave Greenhorn agreed to bring the Association's booth to the Banquet.
- Fundraising Committee
 - Again the notion of creating such a committee was discussed. Although the Board sees the value of such a committee, there is not a clear vision on how to proceed.
 - Tom Turner will present the idea to the membership at the Banquet and recruit volunteers.
- State Show

- Various board members have spoken with other venues since the October meeting. Other places are available and interested but nothing available during their county fairs. This is desired in order to have an audience and an avenue to promote the breed.
- For lack of another option, Tom Turner moved to continue to hold the State Show at the Franklin County Fairgrounds during their fair. Duane Miller seconded. Motion passed.

New Business

- Congratulations to Dave Greenhorn for recently being elected to the ASA Board of Directors!
- Summer Picnic 2018
 - Looking for hosts
- Ohio Beef Expo 2018 - Keith Moore reported
 - Entries must have BVD testing prior to entering the grounds on Thursday
 - All tattoos will be checked
 - Check-in starts at 1:00 P.M. on Thursday.
 - Jeff Winkle and Jason Workman volunteered to help Keith with check-in.
 - Currently, Cindy has 30+ head confirmed - very few Ohio cattle
 - Michael Bihl moved the Association fund the luncheon again on Friday. Dave Greenhorn seconded. Motion passed. Beth Carper agreed to pick up the food.
 - Tom Turner will be sure the Shorthorn flags are at Expo.
- Organizational Items for Consideration
 - The Board needs to take the time to firm-up and communicate officer and director duties and responsibilities.
 - There needs to be a concise and clear mission of the Association created and communicated with Board and membership.
- Ballot for 2018
 - Presented by nominating committee - Mike Carper, Sarah Denlinge, & Jason Workman
 - President-Lee Miller
 - Vice President-Jeff Winkle
 - Secretary-Kendall Shonkwiler
 - Treasurer-Beth Carper
 - Directors-Jake Boyer, Ryan Cairns, & Dave Greenhorn
- Tom Turner suggested that we highlight the heritage and history of the Shorthorn breed by referring to this year's Banquet as the 143rd. He confirmed this date from the Herd Record Books that were included in last year's OJSA Silent Auction.
- Michael Bihl presented that the Association needs to pay various dues. Mike Carper moved that we pay the following membership dues: Ohio Cattlemen's Association for \$75 and the National Cattlemen's Beef Association for \$150. Dick Cronley seconded. Motion passed.
- Michael Bihl moved that we continue to pay for the Shorthorn awards at the Ohio Beef Expo in the amount of \$600. Mike Carper seconded. Motion passed.
- Sarah Denlinge moved that we continue to offer matching funds to the Best of the Buckeye program for Shorthorn exhibitors. Jason Workman seconded. Motion passed.

Mike Carper moved to adjourn the meeting. Michael Bihl seconded. Motion passed. Meeting adjourned at 8:38 P.M.