

American Red Poll Association
Board of Directors Meeting Minutes
Thursday, October 8
Murray State University Cherry Exposition Center
Murray, KY

David McCall—Call to Order

Roll Call—Chet Miller, David McCall, Jim Jackson, Edsel Belyew, Faron Daniels, Jeff Wilkins, Teresa Jackson, Trevor McClurkin (phone). Not present: Regan Logan and Michael Reed. Guests: John Rager, Dan Schmiesing and Brant Sanders.

Teresa was appointed recording secretary.

The last meeting minutes were presented. Jeff Wilkins asked about the 501C3/C5 which is the Endowment Fund. David said that Ron Mitchell and Associates will present the tax report and information about the endowment fund at the national meeting on Friday. The bill has or will be submitted. Jeff also questioned the availability of the journal on the ARPA computer. The program is no longer supported on the ARPA computer.

Chet moved to amend the minutes for correction. Faron seconded. The minutes were approved as amended.

Edsel—Financial Report

David McCall has served as the Executive Secretary for the last several months. Edsel gave a hand out of the account balances. He explained each item. Each member of the board was asked their opinion of how to best use the funds. The two most important items discussed were how to protect the Endowment Fund and get a better investment on our funds. It was recommended that the finance committee clean up the accounts and perhaps consolidate them if possible. A financial expert needs to be brought in to advise how best to do this.

Faron moved that Edsel be appointed to check with the annuity of Thill account at the American Equity and make recommendations what options are available for investment. Chet, seconded. Motion passed. Options are to be looked into for a CD that is due November 10, 2020. The board will meet prior to that to make a decision what to do with the monies.

David will have the complete financial report for the national meeting in QuickBooks for tomorrow's annual meeting.

Teresa gave the junior report that the show was cancelled because of Covid-19. The hope is to move several of the Junior Preview Awards to the NAILE to support the juniors. We have worked diligently on the junior list and have 67 members. Teresa reported we have 843 members on Facebook. With the help of staff from Facebook, we established rules of conduct for the ARPA site and the AJRPA site. Primarily it says to be kind. Jim and Teresa have been working to obtain proper information from actual members. This will be particularly helpful to send out email blasts on a more regular basis.

Teresa said that those attending the luncheon and banquet must sign in. There are no openings for late reservations. We have 38 reservations for lunch and 45 reservations for supper. We are inviting the student helpers to join us for lunch. River Valley Ag who donated \$450 sponsors the luncheon. ARPA received a \$500.00 sponsorship from the Murray Convention and Visitors Bureau for the banquet room and servers.

Jim reported that a member has questioned repayment of annual service fee for the journal's lack of publication and not receiving anything by mail from ARPA in the last year. . The cost of ads is going up which is a concern. The business card size is gone therefore, we may lose several small ads. The price for a 1/3 page and 1/2 page are the same amount due to publication restrictions.

Teresa sent out 380 letters to all the members and past members we had address labels for. For ARPA it included the national meeting and sale plus information for the luncheon and banquet. There was also a junior packet sent out with contest information, NAILE, and Stonebrook Scholarship. Each letter included the service fee form. We got a good response for the service fee.

Publication Committee—The new ads must be printer ready or designed by the new company for a fee. The advertising deadline is December 15. David Jefferies Sales Marketing is under contract for 1 year. The ad may be created in Publisher and/or PowerPoint. Jefferies will create an ad if anyone needs a new one. He will charge the member accordingly. The ad will be the property of the ARPA and the individual member or farm.

Jim reported that the final day to enter NAILE is October 10 with no late fee. The logistics of the show are still being discussed due to Covid-19 restrictions. All cattle will enter Gate 1 and everyone must have a badge.

Directors: Michael Reed will not seek re-election to the board. The nominees at this time are JL Morrison, Chet Miller, Jay Coke and Brian Fairchild. Nominations may be made from the floor at the annual meeting.

The taxes have been updated and financials are to be updated and published on QuickBooks.

Edsel made a motion to hire Jim Jackson as the Executive Secretary and Registrar. This is pending the finalization of a job description due prior to November 1. With this reconstruction, the publication committee will create the journal; the financial committee will submit records for taxes. The National Sale Committee will be in charge of clerking the National Sale. Jim will not be able to clerk the sale as he is buying and selling cattle. Discussion about salary ensued. Becky Ebersole was paid \$1,000 a month and Jim Jackson as registrar \$500. Because of financial restraints, Jim agreed to \$1,000. After much discussion, Edsel amended the motion. ARPA will hire Jim Jackson as Executive Secretary and Registrar for \$1,000 a month for one a one-year contract beginning November 1, 2020. Faron second the motion. A unanimous vote was recorded by roll call.

An account has been created for keeping the Journal activities separate. Edsel at this time has authority to sign checks. Jim will be added to the account and keep the immediate funds at the Greenville bank in Ohio.

Jim will send a year-end invoice to active members in January that will list all action of sales, transfers, service fees, etc. It was stated that this is necessary especially for individual taxes and clarity of where the funds are.

Faron made a motion to adjourn. Jeff seconded

Respectfully submitted,

Teresa Jackson, Junior Advisor/Board Member