

American Red Poll Association Board Meeting Minutes: 6/4/2020

This conference call meeting was called to order at 7:00 pm EST by president David McCall. Board members present: Edsel Belyew, Jim Jackson, Regan Logan, David McCall, Chet Miller, Jeff Wilkins.

Board Members absent: Mike Reed, Trevor McClurkin, Faron Daniel

Guests: Derek Jeffries

Minutes of the previous meeting are available but approval was deferred until the next meeting.

The president opened the meeting by listing the items on the agenda.

1. Plans for the Red Poll Beef Journal
2. Review request for approval of a bull for A.I.

A written report by Publications Committee chairman Regan Logan was reviewed and questions about the logistics of working with a publisher were answered. Derek Jeffries gave an overview of his company Jeffries Sales and Marketing. It was decided that the proposed sales rates should be modified to reflect previous rates and to offer 1/3 page ads in addition to the other sizes proposed. An estimate of the number of ads which can be sold was requested from the Publications Committee. Regan Logan will contact association members and see how many would be willing to support the journal by buying ads.

The bull Lavenham Sir Galahad was approved for A.I. use as requested by Andrea Young.

The next meeting will be called by president David McCall. A motion was made to adjourn, seconded and carried.

Respectfully submitted by Regan Logan 6/4/2020.