

American Red Poll Association
Board of Directors Meeting Minutes
Wednesday, December 16, 2020
Conference call meeting

Call to Order:

McCall

Roll Call:

Present: David McCall, Edsel Belyew, Jeff Wilkins, Chet Miller, Regan Logan, Trevor McClurkin, Brian Fairchild, Teresa Jackson, Jim Jackson.

Absent: JL Morrison, Faron Daniels.

Approval of Minutes:

The minutes of 11/19/20 meeting were reviewed. Belyew moved to approve and Fairchild seconded. Motion passed. It was noted that there were several outstanding "to do" items on the last 2 sets of minutes that needed to be followed up on. J Jackson said he would be sending out additional reminders.

Committee reports:

Publications committee:

Discussion on Journal advertising received. Logan noted that there was approximately \$1200 committed in advertising revenue. J Jackson noted that he had a total of \$1460 committed. 7 ½ page ads, 1 full page, 2 ¼ page and 1 card size ad. McCall and Miller both noted that they were working with the publisher on an ad and needed to pay. Logan noted that we needed about \$1700 and it appeared we would be real close.

The committee is looking at 20 pages in the Journal with the ads and content they had at this point. Miller mentioned that it would be good to put a disclaimer in the Journal about the new process and that we would love to get some of the prior ads back in that we lost due to not having access to old ad copies. J Jackson noted that it would be good to repeat the information that was in the mailing sent out as some may not have seen it and may still wonder why their old ad is now gone. Discussion about losing a lot of the small ads as we only appear to have 1 card size ad. Logan mentioned that we may need to bring back some of the smaller ads.

J Jackson asked about potentially billing for ads in the last Journal that we had not received payments for. Several board members thought it was best to not go backwards and just move forward. We need to do better moving forward with getting the ads paid for.

We need to be getting payments before the Journal is mailed. J Jackson noted that a couple of the ads had been presented with no mention of payment and he would be sending them an invoice. The rest had mentioned they were sending payment. Typically the ads are presented by email and a check would be sent by regular mail, so the two items normally wouldn't be together. We also wouldn't always be aware of ads that were presented directly to the publisher without our knowledge. J Jackson asked if the publisher was going to send a draft of the Journal to the committee for proofing and Logan said yes and that it likely would be after the first of the year.

The plan is to have the Journal mailed the 2nd week of January. J Jackson volunteered to help with proofing the Journal. It was noted that this would be a good time to review what all ads were in the Journal and billing could be done for any that hadn't been paid for.

National Meeting/Sale committee:

T Jackson reported that she had reserved the Wayne county fairgrounds in Richmond IN for Oct 21, 22, 23, 2021. The facility cost was ballparked at \$1200. The amount would depend on how much of the facility we would use.

National Junior Preview Show committee:

T Jackson reported that we are planning on July 9, 10, 11, 2021. This would be held at the Wayne county fairgrounds in Richmond IN.

Old Business:

Belyew noted that we are waiting on a check from the Edwin Thill account. That will then be forwarded to Wells Fargo and their agent will give us his recommendation for investment.

T Jackson reported that she had sent to the board a list of the JR awards presented at the National Show and she had sent a financial report from the National Meeting and Sale. She reported that the \$500 Raines scholarship had been presented to Kennedy Selby.

Belyew mentioned that the CPA in KY is in the process of getting our accounts audited.

Fairchild reported that he was waiting on a list of the costs of the services at NEOGEN on DNA and registration hosting. It was planned to be presented by NEOGEN before the end of the year.

New Business:

AI approval of Faron Daniel's bull Canebrake Red Mark was reviewed. All required documents had been provided. Fairchild moved to accept. Miller seconded. Motion passed.

McClurkin asked if there was a list of AI approved bulls. Wilkins mentioned that he had recently seen a Journal with a list of AI approved bulls. Wilkins said he would let J Jackson know what Journal it was. With that starting point, the minutes of meetings since then could be reviewed for approvals since. McCall noted that he was pretty sure there was a list in one of the storage containers that had been recently moved to the property of J Jackson, Executive Secretary. J Jackson said he would look for it and review to see if it was up to date.

McCall reported that the KY Beef Expo sale was being planned for March 5, 6. As of now, the event is a go. The Covid plan had been presented to the governor of KY and it was pending that approval.

Next meeting planned for approximately 20 to 30 days from now once we receive the funds from the Edwin Thill account and the recommendation from Wells Fargo on how best to invest it.

Meeting adjourned.

Submitted by J Jackson