

American Red Poll Association
Board of Directors Meeting Minutes
Friday, Mar 5, 2021
In person and Conference call meeting

Call to Order:

McCall

Roll Call:

Present in person: David McCall, Edsel Belyew, Chet Miller, Regan Logan, Brian Fairchild, Jim Jackson.

On the phone: Jeff Wilkins, JL Morrison.

Absent: Faron Daniels, Trevor McClurkin, Teresa Jackson.

Approval of Minutes:

The minutes of 12/16/20 meeting were presented for approval. No discussion. Fairchild moved to approve and Belyew seconded. Motion passed.

Committee reports:

Show committee:

Jackson read some notes that Becky Ebersole had forwarded him from the NAILE meeting earlier that day.

1. The lot V Check in will continue in the future. May have some modifications.
2. They are going to continue the pre-bedding.
3. Cable halters are going to be permitted.
4. Banners - NAILE will continue to order 6 banners for everyone. Grand Bull and Heifer, Reserve Bull and Heifer, Premier Breeder and Premier Exhibitor. They will order our Junior Heifer banners but will bill us for those. (Which they have been doing in the past)
5. Open show premiums that are matched and paid by NAILE will no longer be paid out. Instead those breeds have agreed to send their money to support the Juniors in their shows. This does not affect us due to NAILE not supporting our show.
6. Check In book deadline is lunchtime day before the show. So we may have to change our arrival deadline to noon instead of four. I need to see if we can change that time or if NAILE sets our arrival deadline.
7. This year we will be receiving an agreement contract being an Independent Breed and not supported by NAILE.
8. There will be online registration only. No mail in entries. Deadline and ownership date is October 1st.
9. The premium book will not be printed. Will be available online before KY State Fair.

Jackson would like for a motion to be made to donate \$2500 for the premiums for the 2021 National Show at NAILE as we have done in the past. Some discussion occurred. Fairchild made the motion to donate \$2500 to fund the national show. Belyew seconded. Motion passed.

Performance committee:

Fairchild handed out a brochure and explained information that he had sent in an email. Neogen has stopped doing hosting so they are not an option for that. Neogen charges \$38 per test for a genomic EPD. They have options for additional testing at additional charges. We need 750-1000 animals minimum to get an accurate database. They suggest that we do our legacy sires and dams. It is possible to test the semen from bulls already dead. There was much discussion on genetic EPDs, etc. Neogen also has a "parentage only" test @ \$13 which is cheaper than the one we get from Zoetis.

Fairchild also presented information on Beef Center registry service. They charge \$750/month. There would be a \$5000 transfer fee that could be spread out over several months. They offer online services where a member could enter the information online to register and transfer animals and then a registration paper could be mailed to them. You would have access to all your own animal data. DNA info could be stored there as well. Jackson mentioned that we are currently under contract with ABRI for a total of 5 years. There might be some "out clauses" that would enable ending the contract early. Jackson or McCall need to make current contract available for review. Jackson also noted he has received a couple emails where ABRI is launching some type of ONLINE service but does not know much about it. Perhaps we could transition to it and not have to wait for the current contract to run out. Several breeds/associations are using Beef Center currently.

Membership committee:

Miller enquired if we would want to run another amnesty program like last year. Jackson mentioned that we had a several breeders take advantage and had several head registered that way. Do we want to advertise it in the next Journal? Deadline will be April 15. Jackson also wondered that if we offered the amnesty program every year, would people get used to it and wait for it.

Belyew noted that we need to send out invoices for the annual service fee to everyone. Jackson noted that we did this last year. Belyew said that he has sold cattle to people and they have said they haven't received an invoice. We will need to keep updating the mailing list and work on improving it.

Miller also mentioned that he gets notified by Teresa Jackson when new members join the Facebook group and he sends personal messages to them.

Publications committee:

Logan presented a report of the financial situation. There are still 2 outstanding payments due for ads in the latest Journal. If we get the money, we will be in the black and if we don't, we will be in the red. Logan had called them without success. Jackson has sent out invoices to them. They were sent less than 30 days ago. It was questioned if we need to be getting payments before the Journal is finalized and mailed. Jackson noted that this might be difficult to do. Someone mentioned that we should not allow anyone delinquent to place another ad until they have paid.

Logan mentioned that we may want to look at using 1st class postage instead of bulk rate. It would cost ~\$400 more. We could trim our costs some from the latest issue since some of the costs were one-time items.

The next deadline is April 15. Wilkins questioned if it would be out prior to May 15 which is the deadline for the JR Preview show entries. This is not likely especially due to the slowness of the post office. It was noted that we should consider moving the deadlines forward in the year to allow more time for mailing and to ensure the

issues are out in time for major events such as the KY Expo sale, the Preview show, and the National Meeting/Sale. It was decided that we should move them all forward 30 days starting with this fall's issue.

Finance committee:

Belyew presented account balance information. Our endowment fund will be registered as an endowment fund with the federal government. This will make the fund tax deductible for donations.

The Edwin Thill account has been transferred to the Wells Fargo account.

He also noted that ~\$1200 that Ken Harwell, who was a former Executive Secretary of ARPA, had invested many years ago will be rolled into the Wells Fargo accounts once the paperwork is finalized.

Belyew made the recommendation to invest the endowment fund CDs (at CUB and Stockyards) with a Raymond James account that typically draws ~2% interest which would be better than the ~0.4% that some of the CDs are currently drawing. The Raymond James representative recommended that we split it up into 2 different accounts. His fees are paid by the companies/funds that are invested into. Belyew to get a list of recommendations of funds to invest in. After much discussion, Belyew's recommendation was made into a motion to move the CD funds at CUB to a Raymond James account. Fairchild seconded. Motion passed 5 – 1. Belyew will keep the board up to date with any information regarding this movement of funds.

Belyew also noted that we should be looking at moving the Wells Fargo accounts into something less risky. He noted that the representative was not easy to work with. Miller noted that a financial advisor he had spoken with was surprised that an organization like ours would be in the type of account that the Wells Fargo account currently is.

New Business:

Jackson presented some information from Progressive Cattle regarding a deal to advertise with them. He had received a call from them. They said that if we paid for 2 ads in a year, they would give us a free small ad for the JRs possibly the month before the Preview show. An example was shown of an ad that had information from the organization and had several breeders listed below with contact info. The deal was that the listed breeders would pay a portion of the ad with ARPA paying the rest. Much discussion occurred. Jackson said for anyone to forward questions to him and he could ask Progressive Cattle about them. Jackson also noted that an individual from Progressive Cattle had volunteered to join in on a conference call to answer questions.

Wilkins made a motion asking for approval for the committee to be able to start spending money and signing contracts for the JR preview show and the national meeting, banquet, and sale. The facility cost was ballparked at \$1200. Miller seconded. Motion passed.

Meeting adjourned.

Submitted by J Jackson