

**American Red Poll Association
Board of Directors Meeting Minutes
Wednesday, April 19, 2021
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, JL Morrison, Jim Jackson.

Absent: Faron Daniels.

Approval of Minutes:

The minutes of 3/5/21 meeting were reviewed. Miller moved to approve and Belyew seconded. Motion passed.

Committee reports:

Publications committee:

Logan discussed advertising with Progressive Cattle magazine. Committee member Mack Buckmier had negotiated to get an additional region added to the quoted price, so there would be a total of 3 regions included.

Question was raised as to how it would be paid for? The plan is to have some breeders contribute money for the ad and they would have their contact info included in the ad. Any remaining funds would be provided by ARPA. Different levels of breeder contributions and the effect on how much ARPA would need to contribute was presented.

Question was raised regarding the Journal advertising. Logan noted that Journal ads are down from last issue and she is calling some that hadn't advertised again yet as well as some new prospects. Some of the costs of the last issue, such as templates, won't need to be paid for again so that will help. Discussion was held on the reasons why most of the small size ads were no longer advertising. J Jackson mentioned that he had just received confirmation on a few more ads including a new breeder with a full-page ad. The current plan is to send the Journal to the printer around the first of May and then mailed that week and people should start getting it by early June.

More discussion was held on possibly advertising with Progressive Cattle and how best to do it. The ad size being discussed is a 1/3-page ad ran twice a year. In addition, we would get a small free ad that is a 1/12-page ad. Note that the Progressive Cattle magazine is an "oversized" magazine that is larger in size than our Journal. What type of ad and when during the year is the best time? Do we time the ads before the National sale and Expo sale and include information regarding the sales or do we leave them as strictly breed attribute advertising? How do we use the small free ad?

Discussion on advertising in our Journal vs. on a national scale. The viewership of the Progressive Cattle in the 3 regions we would be in is over 40,000 mostly of people that don't know much if anything about Red Polls while our Journal is reaching less than 300 people that already know about our cattle.

Recommendation to put the information on the Facebook page and send letters out to all the breeders and tell them what we are considering doing. It would be best to combine the mailing with the national meeting, banquet and sale mailing which is planned for some time in July.

Logan suggested that the Publication committee try to do this independently of the board and to attempt to raise the funds instead of ARPA needing to support it.

McClurkin moved that the Publication committee and Executive Secretary come up with a message regarding about possibly advertising on a national scale to put into the Journal and on Facebook and to do a mailing to notify the membership of what we were wanting to do and to try and garner some breeder interest and contributions. Logan seconded. Motion passed.

National Junior Preview Show committee:

T Jackson reported that she would be getting a packet in the mail next week and that entries were due June 1. She is still in contact with the fairground. Dates are good but Covid issues are preventing making final plans. Approximately 20 head of cattle are needed. Board meeting would be Saturday afternoon.

National Meeting/Sale committee:

T Jackson reported that we should have everything finalized by June 1st. Covid issues are preventing making final plans.

Finance committee:

Belyew reported that he had to transfer \$4000 to the operating account because of large bills from the CPA and from ABRI for our registry services. He has asked for the CPA to get us a listing of everything that they have done for us. The Wells Fargo account is in the stock market and has been making a lot of money lately, but we need to get it into a more stable account.

J Jackson noted that we need the funds from the Edwin Thill account that are now in the Wells Fargo account to be in its own separate account to keep the monies separate since the Edwin Thill account was part of the endowment fund.

Belyew recommended that the Performance committee investigate alternatives to ABRI to try and save money.

New Business:

Belyew moved that we give Miller the authority to go to Stockyard and CUB banks and close the accounts and move the funds to Carroll Bank & Trust and put it into funds drawing 2.5% interest. Fairchild seconded. After some discussion, a roll call vote passed the motion by a 4 – 1 vote with 2 abstaining. Chet needs the minutes from this meeting to take to the bank. Chet needs a second person that is on the account to move the CUB funds.

Meeting adjourned.

Submitted by J Jackson