

FULLBLOOD SIMMENTAL FLECKVIEH FEDERATION

FSFF



One Breed ★ One World

The information below serves as record of the minutes from the 02.13.14 Board of Directors teleconference.

Present: Jim Ethridge, Dr. Jason Gress, Andy Oslanski, Anne-Marie Rasch, Tony Roberts, Jerry Robinson, and Heathe Widicker

Also present: Jason & Brandy Jordan, FSFF Coordinators

Absent: Andreas Buschbeck, Brian Valentine

The meeting was called to order at 6:03pm CST.

Jason Jordan read the record of the previous BOD meeting minutes.

Jim Ethridge motioned to approve the minutes. Jerry Robinson seconded.

The motion passed unanimously.

Brandy Jordan provided the Financial Report-

○ 01/31/14 Bank balance	\$11,613.65
○ 02/13/14 Reconciled Bank balance	\$13,894.65
• Includes Pending Deposits	\$ 4,241.00
• Includes Pending Payments	\$ 1,960.00

Bank balance is down approx \$10K from Dec 2012 to Dec 2013 primarily because the 2013 Benefit Auction was not as successful as in prior years.

Jim Ethridge motioned to approve the Financial Report. Andy Oslanski seconded.

The motion passed unanimously.

Old Business:

1. ASA Genotype update-
 - a. Bull chosen by University was an Arnold Brother's bull, Sir Arnold G809. University criteria- most influential bull with most progeny; Sir Arnold was the first Fullblood Fleckvieh on their list of bulls, approx. 18th down the list.
 - b. 2 units have been sent for testing. Per ASA Rep, will be approx 12-14 months before findings will be released.

2. Anne-Marie had previously been contacted by Ron Nolan about an Australian group interested in partnering with the FSFF. Anne Marie has heard nothing further about the inquiry and will provide the Board with updates as they become available.
3. Schedule of 2015 Membership Directory.
 - a. Continued discussion of moving the Membership Directory to an annual basis distribution instead of the current 2 year coverage. Directories would be completed in time annually to have on hand for distribution at the NAILE, and member mailings would be done after the NAILE- end of Nov/beginning of Dec each year. All in favor of idea. Working to finalize ad & publishing deadlines and other details for membership.
4. The accounting firm, Arnold Walker Arnold, is working to determine what is needed to change status of FSFF from 501(c)6 corporation to full non-profit 501(c)3 corporation.

New Business:

1. Advertising Options for 2014 discussed- what is the best use of FSFF's funds to achieve maximum exposure while on a tight budget? All agree to continue advertising in the ASA with use of the Business Card ad page. All also agree FSFF needs to reach out to commercial industry/new markets.
 - a. Jason Jordan presented four options he has researched with details of the estimated marketing reach, costs of advertising, and current distribution (size and geography).
 - b. Board discussion-
 - i. Possible use smaller ads in several places instead of one large expensive ad
 - ii. When is the best time of year to run our ads?
 - iii. What are benefits of digital advertising (when offered) vs print?
 - iv. Need to target Purebred breeders- FSFF had a lot of interest in the barns at the NAILE
 - c. After discussion, Andy Oslanski motioned to research 3 of the 4 options and obtain more data before the next meeting (i.e. pricing quotes for specific ad types). Jason Gress seconded. The motion passed unanimously.

2. FSFF Bylaws- the Board agreed the bylaws need to be evaluated and updated to be more relevant, more user friendly and to eliminate any potential legal liability. Any changes must be presented to & voted on by the membership. Jim Ethridge motioned to table the discussion until Fred's sale in Granbury so that the Board can sit down together and draft proposed changes. These changes will then be presented & voted upon at the 2014 annual membership meeting. Andy Oslanski seconded. The motion passed unanimously.
3. Fundraising- all agree we need to focus on new & better ideas to generate/increase FSFF funds in order to better promote Fullblood Fleckviehs.

The next Board meeting will be a teleconference. Time & date to be determined.

At 7:58pm, Jerry Robinson motioned to adjourn the meeting. Jim Ethridge seconded. The motion passed unanimously.