

FSFF Meeting Minutes

2/15/202

I. Call to order

Glen Vaughn called to order the regular meeting of the FSFF at 8:05 PM EST on February 15, 2022.

II. Attendees

Glen Vaughn

Becky Roberts

Randy Plaughner

Genry Ellison

Heather Ellison

Fred Schuetze

~~Jerry Brink~~

Jason Groom

Jacob Prior

~~Lance Smith~~

III. Approval of minutes from last meeting

Genry Ellison motioned to approve the minutes from the November 2021 meeting and Becky Roberts seconded. The motion was carried, and the meetings' minutes were approved.

IV. Treasurer's Report

Becky Roberts reviewed the Financial Report. The Scholarship Fund now carries a balance of \$5772.45. Donations from Mrs. Moore in a total of \$2000 for scholarships was received in January. The General Fund has a current balance of \$38,093.64 with \$2,200 outstanding which gives an ending balance of \$35,893.54. Directory ads total \$13,650 which are included in the ending balance. Genry Ellison motioned to approve the treasurer's report and Randy Plaughner seconded. The motion was carried.

V. Coordinator's Report

We had 82 pd members for 2021; eight of those did not renew. We are currently at 101 pd members for 2022; there are 27 JR FSFF members for a total of 128 members. The Board was asked to advise when to remove non-paying members from the website.

The Arkansas Corporation still needs to be dissolved. This will be done ASAP.

Questions were raised about the articles of incorporation. From the November 2021 minutes, "The original articles of incorporation can continue to be used. We need a motion to adopt the old articles and utilize those as they are. New articles will cost about \$2000 in lawyer's fees and are unnecessary based on the information from the accountant. Genry Ellison motioned to accept the original articles of incorporation and Fred Schuetze seconded and the motion carried." New articles will not be needed.

15.6K views of the website since August 2021 with 5,120 different visitors. The Breeders Directory is the most visited page, with the Home page ranking 2nd.

Jason Groom motioned to accept the Coordinator's report and Rebecca Roberts seconded. The motion was carried.

Old business

a) Show Support

Genry Ellison proposed stipulations be added to the show premiums for the Naile 2022, Cattlemen's Congress 2022 and Dixie National 2023. These shows had minimal participation and it doesn't seem fair to give a premium if only one or two breeders are present. Jason Groom motioned to table the discussion until the May meeting when Lance Smith would be present. Jacob Prior seconded and the motion was carried.

Youth Committee includes Lance Smith & Genry Ellison

b) 2022 Directory

All directory information has been sent to Kim. We are planning for a 3/31 mailout. Ad sales totaled \$13,650 for the directory. The board approved a \$10,000 budget for the directory. Heather will reach out to Kim to discuss mailing and will get an estimate from the post office to mail to the membership. It is estimated to be between \$4-6. Heather will also ask for a cost to print, minus directory design cost, to allow us to print up to a final total of \$10,000. We are quoted at 450 copies at \$1725 for printing after design cost of \$2667. Jacob Prior motioned and Jason Groom seconded.

Noted by Randy Plaughter that we will not have to pay sales tax due to corporate status of 501 3C.

c) FSFF Sale

Discussion focused on location, dates and use of a sales manager. Numbers were discussed for online vs live cattle sale. Jason Groom motioned that the Sales Committee will find location and research and get quotes for sales management. Jacob Prior seconded and the motion carried.

Sales & Shows Committee includes Lance Smith, Jerry Brink, Fred Schuetze, & Jacob Prior

d) Bylaws

Fred Schuetze and Randy Plaughter have been reviewing the bylaws. Glen Vaughn is the only other board member that has sent edits for review. Updates needed include allowing for electronic voting and nominee submissions. The updated bylaws must be presented to the membership 60 days prior to the annual meeting. Genry Ellison motioned to table further review until the May meeting to allow for additional edits to be made. Jason Groom seconded and the motion carried.

e) Budget

A budget for 2022 was discussed at length. With the current funds in the bank at \$35,893, the budget will be as follows:

Show premiums - \$1,500

Coordinator - \$7,200

Directory - \$10,000

Annual Meeting Meal - \$2,000

Advertising - \$10,000

This will leave \$5,000 in the general operating fund with the prospects of fundraising amounts that are unknown at this time from the future fundraisers.

f) Advertising

Genry Ellison mentioned that for advertising, he felt that the federation needed to diversify. He recommended that FB and Instagram ads be

considered as well as in print ads. The social media ads are less expensive, and the reach can be tracked. Fred Schuetze motioned to use up to \$10,000 for the advertising budget and the advertising committee will develop a plan and present at the May meeting. Jacob Prior seconded, motion carried

Advertising Committee includes Jerry Brink, Genry Ellison, & Rebecca Roberts

VI. New business

a) Annual Business Meeting

The location for the Annual Business Meeting 2022 will remain at Little Creek Cattle's Magnolia Classic Sale on 10/22/22. The board proposed a new location for 2023. Fred Schuetze proposed a rotational schedule with new locations yearly and returning to previous locations every 3-5 years. The board plans to give members the location for the 2023 meeting at the annual meeting 10/22/22. Randy Plaughter motioned that the discussion be held during the May meeting and Fred Schuetze seconded; the motion carried.

b) Fundraising

Fundraisers currently planned for 2022 included a Silent Auction at the Back to Grass Sale and a Silent Auction & Genetic Fundraiser at the Magnolia Classic. Glen Vaughn asked the board to proposed new fundraising ideas.

Fred Schuetze motioned and Jason Groom seconded. Motion carried.

c) Membership Drive

Glen asked the board to come up with ideas to build the membership.

d) Youth, Shows & Events

Glen Vaughn asked the board to help develop ways to get the juniors involved even at fullblood sales held through the year. Glen mentioned a cattle judging contest and other types of events.

e) **Quickbooks**

Fred Schuetze proposed revisiting the use of Quickbooks by the treasurer and coordinator. The potential benefit of profit/loss statements and lack of need to use spreadsheets are benefits of the software. Rebecca Roberts had to leave the call so the conversation was tabled for May.

VII. Adjournment

Glen Vaughn adjourned the meeting at 9:03pm EST. Randy Plaughter motioned to adjourn and Fred Schuetze seconded. Next meeting planned for 3/10/22.

Minutes submitted by: Heather Ellison

Minutes approved by: [Board approved May 10,2022](#)