

# ***FSFF Meeting Minutes***

1/12/23

## **I. Call to order**

Genry Ellison called to order the regular meeting of the FSFF at 7:03 pm CST on January 12, 2023.

## **II. Attendees**

Becky Roberts

Randy Plaugher

Genry Ellison

Heather Ellison

Ben Estes

Josh Gardner

~~Jason Groom~~

Jacob Prior

Lance Smith

Brian Valentine

## **III. Approval of minutes from last meeting**

Brian Valentine motioned to approve the minutes from the November 2022 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 \$5,866.12. The General Fund has a current balance of \$28,987.63 with \$600 outstanding. The FSFF spent over \$17,000 in advertising in 2022 and that includes the directory expenditures, with \$32,000 in total expenses. Josh Gardner motioned to approve the treasurer's report and Jacob Prior seconded. The motion was carried and the financial report was approved.

## **V. Coordinator's Report**

There are 69 paid memberships as of today for 2023. From 2022 memberships, 53 of those have not renewed yet. Ads are also already being sold as well. Becky Roberts

motioned to accept the coordinator report and Brian Valentine seconded and the motion was carried.

## **Old business**

### **a) Fundraising**

Last meeting the board proposed to ask the membership to donate \$10 for every animal sold on their farm through the year. This is a typical Beef Council program in most states and would be an honor system program. Josh Gardner motioned and Jacob seconded for \$10 per head beef check off on the honor system. The coordinator would send emails monthly to notify the membership of reported sales/donations. The coordinator will draft an email for the board to review and approve.

Brian Valentine suggested in the future that premium ad space be auctioned off in the directory.

Genry Ellison proposed a disclaimer for all donation to the FSFF. This would include a statement in catalogs for the genetic fundraisers as well. Statement would be along the lines of \*sold as represented by the consignor\*. Lance Smith will reach out to a lawyer for review of the verbiage. Discussion tabled for next meeting.

### **b) NCBA annual meeting**

ASA is paying for registration fees for Genry and the coordinator for the Trade Show, 2/1-3. We are allowed to bring directories to hand out and 1 pull-up.

### **c) Show Premiums**

Previously proposed to have a minimum number of entries in order for the premium to be paid out. There was a number of 6 or 10 proposed. No record of a vote/motion. Premium paid for 7 juniors entries a Cattlemen's Congress. Dixie Nationals coming in February. Committee needs to follow-up on number of entries. Lance Smith motioned to pay out on minimum of 10 junior participants. Josh Gardner seconded and the motion carried. All board members strongly encouraged premium to be paid at the AJSA show. Ben Estes motioned to pay out for the AJSA but noted that there may be an issue with premium there. Randy Plaugher seconded the motion pending any issues. The motion was carried pending information.

Lance to check on premium payouts. The discussion was tabled until the next meeting.

## **VI. New business**

### **a) Committees and Chair Positions**

Genry asked the board to take chair positions for the existing committees. The coordinator will send out a list of members and chairs will reach out to build the committees.

2023 FSFF  
COMMITTEES & CHAIRPERSONS

ADVERTISING & PROMOTIONS  
REBECCA ROBERTS– CHAIR

FSFF JR SCHOLARSHIP  
JACOB PRIOR– CHAIR  
JEFF SORENSON

FUNDRAISING  
GENRY ELLISON – CHAIR  
REBECCA ROBERTS

MEMBERSHIP & RENEWALS  
BEN ESTES– CHAIR  
RANDY PLAUGHER  
REBECCA ROBERTS

NOMINATIONS  
GENRY ELLISON– CHAIR  
JOSH GARDNER

SALES & SHOWS  
BRIAN VALENTINE – CHAIR  
JACOB PRIOR

YOUTH  
LANCE SMITH – CHAIR  
JOSH GARDNER

Rebecca Roberts motioned to accept the committees and Jacob Prior seconded and the motion was carried. Coordinator will send an email to the membership for interest in joining committees.

### **b) Advertising for 2023-2024**

The budget for 2022 was \$10,000. Not including the directory, \$9975 was spent on print and social media ads. Josh Gardner asked about price

increases for ads. Rebecca will followup with the publications. Brian Valentine motioned for the 2023 advertising budget to remain at \$10k and Josh Gardner seconded. The motion carried.

c) FSFF Sale

Brian Valentine reached out and had information on a location in Elizabethtown, KY. This location rents all conference rooms for \$600 per day or \$300 each. Prices include chairs, audio systems and projection screens.

Brian proposed a Fall Sale focused on the weekend following the NAILE. This would be a fullblood sale. The proposed name would be “North American Fleckvieh Congress.” The sale would include speakers, award presentations, and the elite consignment sale. The FSFF would serve a meal and sell tickets along with a guest speaker. Brian offered to be the sales manager for free. Consignments would be charged 15% and there would also be a nomination fee per head. A qualifying committee would need to be formed to approve cattle. The cost of the sale is predicted at \$25,000-30,000. Josh Gardner motioned to move forward with planning and vetting details. Ben Estes seconded and the motion carried. Genry Ellison asked Brian Valentine to continue with planning and head the FSFF 2024 sale committee. All agreed that the membership deserves a sale like this.

d) Board Member Conduct

Genry Ellison brought board member conduct up to the board as an issue. Board members who do not attend meetings has been an issue with an existing board member. We have also been notified of unpaid debts for this board member and asked to collect them. Brian Valentine recommended immediate removal from the board by a strongly worded letter. Bylaws were read in regards to membership and board member removal. Ben Estes mentioned the development of a code of conduct and Josh Gardner mentioned the same. Code of Conduct would include number of meetings allowed to miss and notification of missing a meeting as well as social media presence and representation of the person as “an upstanding” citizen.

Brian Valentine motioned to send a letter requesting resignation and Genry Ellison motioned to deny membership for 2023. The board, by unanimous consent, requested resignation and 1 yr probationary expulsion from the FSFF. This is to be sent by certified mail. All board members names will be listed on the letter in support of the request.

Code of Conduct was tabled for the next meeting. Josh Gardner will collect information on development of this from some existing boards he sits on.

## **VII. Adjournment**

Josh Gardner motioned to adjourn and Brian Valentine seconded. Genry Ellison adjourned the meeting. Next meeting planned for March 9<sup>th</sup>, 2023.

Minutes submitted by: Heather Ellison

Minutes approved by: