

FSFF Meeting Minutes

12/14/23

I. Call to order

Ben Estes called to order the regular meeting of the FSFF at 7:30 PM. Meeting was conducted on Zoom.

II. Attendees

Ben Estes

Brian Valentine

Fred Schuetze

Genry Ellison

Jacob Prior

Jason McLean

Josh Gardner

Randy Plaugher

Terry Bowman

Cindy Bowman

No absentees for meeting

- III.** Ben Estes advised the Board that Zoom allows the meetings to be recorded. He asked the Board for permission to record this meeting and all future meetings. Ben requested a vote on recording the meetings and it was approved. Meeting was then set to record in Zoom by Cindy Bowman.

IV. Approval of minutes from last meeting

Fred Schuetze moved to approve the minutes from the November 2023 meeting with revisions of changing the wording of “motioned” to “moved”. Terry Bowman seconded. Motion carried and the minutes were approved with those revisions. Cindy will revise the minutes as requested.

V. Treasurer's Report

Jason McLean advised the Board that the Operating account has a balance of \$43,345.28, with about \$2000 of that 2024 membership funds and the Scholarship account has a balance of \$8,368.89.

Jason then advised that the 2023 Directory generated \$18,275.70 in revenue with \$5603.66 in expenses for a net profit of \$12,672.04.

Jason went over the 2023 Genetic Fundraiser breakdown as sent from Little Creek:

Gross Sales: \$3360.00

Less commission: \$436.80

Sub-total: \$2923.20

Donation from Chad Bailey: \$575.00

Sub-total: \$3498.20

FSFF Annual Meeting Meal: \$3734.62

Sub-total: (\$236.42)

Unpaid Lot #22: +\$50.00

Lots F07 & F17-check was made to FSFF & mailed to us by Nikki: -\$770.00

Total: (\$1056.42)

Little Creek made an in-kind donation of \$1235.35 to FSFF.

Jason advised that the Silent auction @ Little Creek made \$2954.00. Fred asked if we covered all expenses at the meeting and Jason advised that we did, due to the donations of Chad Bailey & Little Creek. Fred asked about a difference of \$236.42 and Ben explained that Steve Jensen's check was made out to FSFF and Little Creek is mailing that to us to deposit so that accounts for that difference along with \$50.00 that was not collected.

Randy Plaughter advised he thought a semen lot in Stanley Martin's sale was to be donated to FSFF; it stated so in his sale catalogue. We have not received anything from him so this will need to be investigated further.

Genry Ellison requested that Chad Bailey & Little Creek be recognized on Facebook for their donations.

Josh Gardner moved to approve the Treasurer's Report. Fred Schuetze seconded. Motion carried.

Jason asked the Board to review the proposed 2024 Budget that was emailed to everyone. He went over the bare bones annual expenses which is around \$16,900 and he is requesting \$18,000 to cover these expenses for 2024. Josh mentioned that we did not

spend the full advertising budget in 2023; we used about 60% so the \$2000 you're adding won't cover the difference in what was spent in advertising in 2023. Jason advised there is no advertising or show expense in this amount; this is just what we need to operate our organization for one year. Genry moved to approve the 2024 budget. Jacob Prior seconded. Motion carried.

VI. Coordinator's Report

Cindy advised that most of her time has been spent getting all the revenue & expenses into Quick Books. Heather Ellison was very helpful in supplying a breakdown on the deposits. She also put together the 2023 advertising budget vs. actual expenses, the costs to operate in 2023 and the Directory revenue & expenses. Membership letters were emailed to all those with email address on file and mailed to those active members with no email address. We did this instead of mailing to everyone hoping they will respond to the email. She has a list of current Canadian members and will get with Jason on how to proceed with those. We have received 15 membership renewals for 2024 and 8 junior renewals. That money has been deposited into the Bank. Randy asked if we could take debit/credit cards for payment and Cindy advised we can; they need to call me to process the payment. He asked if a phone number was on Facebook and the website and Cindy responded that it is posted on both. Fred advised that he had mailed in a check to cover the cost of the 2023 Fred Schuetze award and he plans to cover the cost of that award each year. Cindy advised that his check was received and has been deposited. Jacob moved to approve Coordinator's report. Terry seconded. Motion carried.

VII. Old Business

Genry advised that he was Chairman of two committees and would like to be removed from one, the Membership committee. Ben listed each of the Chairs and members of each committee. Randy agreed to take Chair of Membership committee.

Jason would like to be added to all Committees and be included in all Committee meetings. Ben advised that it will take the work of entire Board on each committee to keep things moving in 2024.

Fred moved to approve the Committed changes. Randy seconded. Motion carried.

VIII. New Business

Ben discussed that the operating costs were covered in 2023 by the revenue of the Directory, sale donations & membership fees. He stated we did not do well with the Genetic fundraiser so we need to see what other ideas we can come up with. Jason advised that the bank balance less the proposed \$18,000 budget will be \$25,395, -\$3000

for show budget = \$22,395.00 remaining. He would like to set aside a rainy-day fund that we can hold for future expenses. He suggests \$9,000 for those expenses which leaves \$13,395 to spend in 2024. Jacob advised that we should keep the \$10,000 for advertising which would leave \$3395 left over. Jason said that Lance Smith would like to see more of his donation go to the Junior's activities and increase the show budget.

Josh went over the 2023 advertising budget vs actual: \$10,000 budget vs \$6079 spent. After reviewing what we spent in 2023, he'd like \$8000 for 2024. Jacob advised we need to keep \$10,000 for our budget. Jason would like to see more advertising to go towards gaining new membership. Fred agreed. We did (2) print ads in the Stockman @ \$800, (2) in ASA @ \$1076 & (1) in Progressive Cattle @ \$2237. Josh said our website is lacking what other breeds have and suggested we someone investigate in designing and maintaining a website for us. He does not feel that the print ads are doing as much as internet advertising. Jacob spoke to Charlie @ Gulfcoast Cattle, and we did not advertise with them in 2023. When we did advertise in 2022, he was getting calls about our breed. He sent out 20,950 magazines last month. Jason advised we need to direct our advertising towards getting new Members; most of the US is covered so there may not be many more to get there. The growth can be gained in Canada and internationally. We have opportunities with World Congress this summer. Josh pays a company to operate his website and Facebook page. His costs are less than \$1000 per year. He has asked Nancy Chesterfield with the ASA for assistance on this. Nancy is getting some costs together for him. This is the best way to reach an international market. Jason advised that we have \$985.40 in our annual budget for the website as it is right now, and we can add to that if needed to our monthly budget. Randy asked if the ad in the Simmental Country is the same as ASA. Jason advised that will be about \$750 per page. Ben advised we need to talk about World Congress. He said ASA will not have a booth at Congress. Jason talked about the opportunity of the World Congress in Alberta, July 29th-August 5th in Calgary & Olds. This is a good opportunity for us to get some more Canadian members. To be a sponsor the cost is \$10,000 but we may be able to work with CSA or ASA to go in with them. It may be best to set up a booth outside the youth show ring which would be at minimal cost to FSFF. Activity at the host hotel will be minimal; we need to be on site if possible. CSA has proposed that we join them in a directory with theirs that would be for Congress. 20 pages + front and back cover. They are working on costs for us. We may be able to use this as our directory for 2024 as well by printing extra copies for the US as well as sales/shows. Fred mentioned that it's very likely there will not be another World Congress in North America for at least 10 years. Fred & Terry both advised they planned to attend as well as Ben & Jacob. Fred moved that we move forward with a presence at World Congress 2024. Jacob seconded. Motion carried.

Ben brought up show premiums for 2024. Terry advised that we currently pay \$500 for (4) shows: Congress, Dixie, Jr, Nationals & NAILE. He would love to raise this, but we may not be able to do so financially so he would like to leave 2024 as it for \$2000

total show premiums. Jason advised that we spent between \$2500-\$3000 with the meal @ NAILE we need to budget \$3000 for 2024. Jason moved to budget \$3000 for 2024 show expenses. Terry seconded. Motion carried. Josh said he would donate \$500 for the Dixie National premium. He would like to cover that cost of \$500. Fred & Ben thanked Josh for this gesture.

Ben then advised to move onto Fundraiser/Events for 2024. He advised the Genetic fundraiser at Little Creek did not do as well as it had in the past and we should look into other options for fundraising. He asked for ideas from the Board. Randy advised that he thinks it a good idea to continue the Genetic fundraiser. Josh advised that he is OK with continuing it but there has been a lot of dumping of people's tanks in the past, and it has not been quality semen. It also takes up a great deal of time at the end of the sale and the Auctioneer is donating his time doing it for us and not taking a commission on it. He had spoke to Ben for Back to Grass & Jason & Nikki at Little Creek, with the idea that we were to have 8 animals, 2 per sale, 4 sales per year, 3 sales in the US and possibly 1 in Canada, and increase the commission to 25% with that going directly to FSFF. Then we would make, if we were conservative, \$5000 per heifer x 8 heifers x 25% is \$10,000. That person is still going to get paid for their heifer but instead of the commission going to the sale, it would go to FSFF and use that as a genetic fundraiser. We could still do the frozen genetic auction at Little Creek and put my name as a contact and place their bid throughout the auction and not wait until the end. His proposition would be to get 2 heifers in 4 sales. Little Creek & Back to Grass are in agreement with it. Jason advised that he did not think this would work in Canada due to the management crews that run the sales. Fred agreed.

Jason suggested incorporating moving the Annual Meeting to a new location, like a hotel banquet room, selling tickets for the meal, have a Silent auction and Frozen genetic auction with premium genetics. If you use the bulls that were sold at Little Creek, for example, those bulls would be sold the night of the Banquet. The sale would be run by the Federation. We could find an auctioneer that would help us sell the semen as an in-kind donation. Instead of selling animals, we're selling premium genetics of the day. We would offer a catalogue and what would normally be paid in commission to a sale management company would benefit us. So, a \$4000 semen lot we would gain \$400. If it's \$10,000 we would gain that money by managing this ourselves. Making it an event where we sell tickets ahead of time to pay for the meal. If we have 12% commission for the night, he expects 5-6% profit. By moving the meeting so it reaches all areas, North, South, East and West, it will be closer to all Members every few years and to help bring them to the meeting. Josh asked if this could on online as well, and Jason said yes it could; a live auction brings excitement to the event. You close silent auctions through the night, closing a different times. We could include awarding the annual Jr. scholarship

at that meeting to our junior winner. In years past we had this type of meeting in Huntsville, AL and it was a success.

Cindy asked how the recent fundraiser of the show heifer in the Canada sale worked. Jason advised they sold tickets for \$10 each for a chance to win the heifer, all summer-shows, sales etc. Each Breeder uses this as advertising as they bid for tickets at the sale. The winner was drawn at the last sale. He was not sure exactly what they raised but they typically make \$40,000 on this fundraiser. That breeder and her heifer were showcased all year, and a lot of people will buy tickets on a chance to win the heifer. Ben advised this is similar to the Rocking Bull fundraiser we are currently doing, and we can see how it goes. Jason said this is a great place to start. Josh advised he likes this idea.

Terry mentioned getting a show heifer donated, taking to shows starting at AJSA Regionals, Nationals in Tulsa, Heritage sale, Little Creek and give it away @ NAILE. Fred advised these are great ideas. Josh may have a heifer to donate. Ben advised that anyone could donate a heifer and we can get someone to show it. Josh said his son can halter break one. Jacob advised he can halter break and get her ready. Ben thought the ideas that everyone had come up with were good. We can finalize this at the next meeting.

Ben asked if there was anything else that needed to be addressed tonight. Jason said he was good. Fred advised we got a lot covered and at a good point to stop. Ben advised that meetings in the past there have been quarterly meetings and some have expressed meetings more often. He asked for suggestions, and everyone agreed that a January meeting would be good. Thursdays were good for everyone, so January 11th was set at the next meeting @ 7:30 PM via Zoom.

IX. Adjournment

Fred moved to adjourn the meeting. Jacob seconded the motion. Motion carried. The meeting was adjourned at 9:20 PM.

Minutes submitted by: Cindy Bowman

Minutes approved by: Fred Schuetze