

# ***FSFF Meeting Minutes***

01/11/24

## **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

Josh Gardner

Randy Plaugher

Terry Bowman

Cindy Bowman

Absent: Jason McLean

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

Fred Schuetze moved to approve the minutes from the December 2023 meeting. Jacob Prior seconded the motion. Motion carried.

## **IV. Coordinator's Report**

Cindy advised she emailed the website traffic for 2023 to the Board as requested by Genry Ellison. Fred asked if we ran an ad in any publications for the busy website traffic; she advised that we did do a photo contest those months and photos were sent into Facebook and through the website. Memberships received for 2024: 39 total; 28 farm; 11 Jr, receiving 12 last week. She will be doing Facebook posts each week this month to promote memberships. In comparison to 2023 memberships: 164 total; 116 farm; 48 Jr. She plans to sign up Jr members at Dixie Nationals in February since many will be there to show. We received a check from Stanley Martin for \$500 which may be the donation lot from his sale December. She will reach out to him to confirm. Need directions on the 2024-2025 Directory to proceed with ads. Genry requested how

many Farm memberships have come in for 2024-she advised 28. Fred moved to approve the Coordinator's report. Terry Bowman seconded the motion. Motion carried.

## **V. Treasurer's Report**

Cindy gave the Treasurer's report in Jason's absence. She emailed the bank account balance to the Board: Operating Account: \$41,344.36 Scholarship Account: \$8369.22 both as of 01/10/24. Quick Books report was sent to the Board as well to review. Per Jason's request, she emailed the Board the 2024 Budget vs. Actual numbers. Operating budget: \$18,000 with balance remaining of \$16,713.76. Show budget: \$3000 with balance of \$2500. These will be tracked monthly for the Board. Fred asked if all the memberships that have paid for 2024, are all 1 year or have any paid forward. Cindy replied that there are 2 that paid forward in previous years: 100x Ranch & Jeff Knox. Cindy advised that we need to determine the 2024 membership amount for Canadian members; both new ones paid \$100 US. Heather confirmed that in the past they were charged the exchange rate through PayPal or Square. Genry commented that we have never worried about the exchange rate. Fred commented that the exchange rate changes daily. Brian Valentine advised that a Canadian can write \$100 US funds on their check. Fred moved to approve the Treasurer's report. Jacob seconded the motion. Motion carried.

## **VI. Old Business**

Ben advised that everyone needs to get on the same page with some items so we can have a great year.

### **World Congress & Directory:**

He wanted to follow-up on what we had talked in the last meeting about doing our directory as a part of the Simmental Country ad that they will be doing for World Congress. Jason sent him some info today on this: He visited with Bruce with the CSA; we can print with them and there will not be an additional charge to us. They will handle the ads and collect the money for the ads as well as making the ads as needed. They will print and mail out the directory to those on their mailing list and they will send to our members at the cost of \$10 each; based on last year that would be about \$1600. They can print runovers but could not give us a price on printing and mailing those. The cost to be in their directory is \$750 per page, US dollars, in groups of 4 pages, 16-page minimum commitment to get a center pull out. We use several pages in our directory that we use for informational purposes for us, approximately 18 pages at a cost of \$6000-7000 to the Federation and not make any money off the directory like we have in the past. Jason recommended that we consider this to be a part of it this year. Fred reiterated this will cost us \$6000-7000 plus lose the revenue of about \$12,000. Ben advised this is correct. Fred said maybe we should follow what Josh Gardner recommended in his advertising email, that we support Congress by being a sponsor of \$10,000 or running some ads in the Country and proceed with our

own directory like we have in the past. Ben asked if the \$10000 was US or Canadian and Fred advised it was Canadian so that would be \$7500 US. He is not sure what that sponsorship will give us. Ben thought the sponsorship would give us a booth. February 15<sup>th</sup> is the deadline to commit to the CSA. Josh advised that we may lose a few of our big sponsors that may decide to advertise in the Country instead of going with us, possibly Jason McLean and others. That may be the only downside. Ben advised that we had 3 Canadian ads last year: centerfold, back cover & a business card. Genry & Josh both thought that those ads could be easily replaced & Jacob agreed. Fred advised that before he went off the Board before, they were looking at how to increase Canadian membership and a great way to do that is to be a part of the Congress in Canada and support other Canadian programs and breeders. Ben advised that Jason has spoke to many Canada breeders and many would like to get back with the Federation but many feel that we have become more of a regionalized organization, and they need to see what we can do for them. Genry agreed that we should do our Directory and proceed with the sponsorship. He would like to see another Board member from Canada as well. Fred made a motion to set aside \$7500 and get with CSA to be a part of Congress and then proceed with our own Directory. Josh seconded the motion. Randy Plaugher reiterated that the motion was to set aside \$7500 US dollars for Congress and proceed with our Directory. Ben advised that was correct. Motion carried.

#### **Advertising Follow-up:**

Ben requested a follow-up on the Advertising budget. Josh asked Ben to go over the 2 spreadsheets that Josh emailed everyone; one was showing \$6079 spent in 2023. The other showed proposed pricing for 2024: \$785 per page, \$450 half page in CSA Simmental Country. Banner ads for the major online auction sites to reach Commercial breeders: DV Auction sent pricing and it's \$1000 per month to be on each time they have an auction. Superior never got back to him with pricing but he feels its similar cost. To post on ASA's website is \$500 for 5 days. To rebuild our website, with ASA, will be \$750 -\$1220 with an additional \$30 per hour to change website. Josh recommended to take the advertising budget to 0 to focus on World Congress then take the Operating budget to \$20,000 to cover the cost of reworking the website with ASA. Josh advised that if fundraising was successful during the year, we could ad more advertising later in the year. Fred suggested we leave open the thought of adding a banner ad later in the year if funds allow. Genry asked why we wanted to rebuild the website and Josh advised that its as good as we can do with a personal website and does not feel that ours competes with other breeds. Genry feels that we need to push them to the website more and it has worked in the past per the visits in 2023. Josh works with a Social Media manager that does things to push people to websites, but we may not be able budget it this year. Terry mentioned that we only have so many \$ this year to use and work may need to be done but it maybe something to push to next year unless fundraising allows us to spend more money. Fred thanked Josh for

gathering facts and Genry agreed. Genry advised that 3-1/2 years ago we had no money and have worked hard over that time frame to have \$48000 in the Bank. Terry agreed that we do not need to go back to where we were; we need to have money to pay bills. Cindy advised that Heather worked very hard to get our website to where it is today, and she did this solely and she knows the platform extremely well. That platform has everything we need, and we can change or revise it at any time, she may just need assistance on how to do that. We don't have thousands of dollars to put to a website like larger breeds do. Ben summarized that it sounds like everyone feels we should proceed with the World Congress and the directory and hold on any other advertising. Josh moved to hold off on the website for this year and spend funds only on Worlds. Randy brought up that we should not make a negative motion, so Josh withdrew his motion.

### **Membership Discussion:**

Ben then brought up membership price; is it \$100 US for everyone or based on the country you live in? Genry moved to keep the membership price \$100 US; Terry seconded. Randy said that was fair for everyone. Fred mentioned that this is how it used to be always \$100 US. For example, Mexican breeders would only pay \$25. Motion carried.

Ben then brought up those memberships that have been exempted in the past; those that have been for having a sale. He mentioned that we are not doing it for the Canadian sales. Genry said that we would have to review the old minutes to be sure, but the intent was for those that had events and donated to FSFF. Randy brought up he only thought the Terry Burks had an honorary membership. Ben clarified that there have been 5 that had memberships waived in the past: Ben Estes, Jacob Prior, Lance Smith, Becky Roberts & Little Creek. Ben advised that he feels all 5 will be fine to pay their memberships in the future. Genry said that we could address it as it comes if there is an issue. Cindy asked about Terry Burks and was told that this honorary membership was for lifetime. Ben asked if everyone was OK to move on and asked for a vote. Approved.

### **Annual Meeting & Other Meetings Discussion:**

Ben brought up moving the annual meeting to other areas in the Country & Canada. Jason thought it would be good to move it and go to Canada. Randy said he thought that intent was to move the meeting each year. Fred said that it was moved for several years so it allowed people from that region to attend, and he feels we need to rotate. Jacob agreed. Randy said it was discussed but just has not been done. Terry said he spoke Ann-Marie Rausch & Larry Maxey and it used to be at Louisville during NAILE and was moved to other areas. He feels this is beneficial to have it in other regions. Genry agreed but said we may not be able to get quorum at another area, we may not have had a quorum at Little Creek this year. Ben said we had 21 members at the meeting. Genry asked if this counted the mail in ballots and he said no. Cindy corrected that we had 23 members at the meeting. She mentioned that we could open the meeting to Zoom to include more people to attend

and help get a quorum. Randy asked how the quorum is counted. Fred said he would have to review the By-laws to be sure. Ben said it was important that the Members must be open to supporting us for the meeting and some may not want to do that when it's in one place. Going to Canada is a great idea but it may be too soon; we may need more Canadian members to go there. He stated that we should decide as soon as possible how to proceed to give Little Creek ample time if we change. Josh agreed we need to do something quickly as well. Terry advised he has spoken to Lance & Becky and they would be willing to have the meeting at their sale. Cindy said she has a copy of the By-Laws from 05/16/15 and advised the annual meeting shall once a calendar year with a maximum time of 15 months between meetings. The time & place shall be designated by the Board of Directors. An effort shall be made to schedule at or about the same date each year. All members shall be notified by letter or official notification of the FSFF 30 days prior by email communications & on the website. A quorum for an annual meeting shall consist of the active members in good standing present at the meeting in person or by proxy. It does not give a number of members. Ben stated that we need to open the meeting to make sure we have a quorum. Fred agreed that most are doing this to get a quorum. Cindy then brought up that it states that annual dues will be \$100 USF for US citizens and \$100 CF for Canadian citizen. All other countries pay commuted at \$100 US. Brian mentioned back them the Canadian dollar was worth more. Fred said that the By-laws are attached to the state we filed our By-laws. He asked if we filed in Arkansas and Cindy advised it was moved to Mississippi. Genry advised that that they were amended that they should be on the website. Randy & Fred advised that any changes to the By-laws must be approved by the full membership. Ben asked for a motion or table and Fred moved to table changing the meeting location. Genry seconded the motion. Motion carried.

Ben mentioned that that Genry & Heather attended NCBA in New Orleans since Ben cannot go to Orlando this year, so he got with Chip Kemp with ASA, and he will hand them out our Directories at the meeting for us. Chip invited us to join the ASA booth next year in San Antonio. Cindy shipped directories to Chip's house yesterday.

### **Fundraising Discussion:**

Ben asked to review fundraising from the last meeting. He stated that at the Back to Grass sale they will have a bred heifer that they will donate all the proceeds to the Federation, and they will also have the Silent Auction again this year. Ben said that fundraising in the past years has been good but was looking for new ideas of how to make it better. Genry said we had a lot of great ideas in the last meeting but implementing those will be the hard thing. Live lots at sales have worked in the past and come up with something consistent like the Genetic fundraiser at Little Creek; 2 years ago, made about \$12,000 and last year it did not break even. Randy said that Josh mentioned at the last meeting that the semen donated seemed to be a dumping ground. Genry said that is hard to ask for donations and then tell someone it's not good enough. Josh agreed with Genry and said it may be a good

time to get away from the fundraiser for a year or so. Josh will have 2 heifers in the Little Creek sale that 25% will go to the FSFF and Little Creek will not take commission out of those sales. This will be something different than the past even if we do the Genetic fundraiser. Genry mentioned the Beef Check-off and hardly nobody has done that. Ben mentioned we can talk more about this at the next meeting.

#### **2024 Membership Update:**

Ben talked about memberships and how we can get the memberships in for 2024. Genry asked why we did not mail memberships this year. Ben explained that we emailed those with email addresses and mailed those that did not have emails. Fred and Genry both said we need to mail memberships. Fred moved that we generate a list and mail to all those on the list. No second on this motion. Ben stated we will mail to those that have not renewed for 2024 with an updated letter. He said we did not know how to approach the directory with World Congress so now that we know that he will do another letter and we will get them mailed. Ben asked if directory ad prices will be the same and everyone agreed, ad prices are the same. Cindy asked if we were mailing letters to everyone even those that were emailed & mailed in November and Fred said we should, Ben agreed. Genry said that we get a list from ASA for those that are in ASA. Fred says we can get this from ASA. Ben asked about Canadian letters and Fred said to send a box to Jason and let him mail in Canada. Genry advised we need to contact Kim Banks ASAP to start working on the directory.

## **VII. New Business**

#### **Scholarship review:**

Ben turned it over to Jacob to talk about the scholarship program. He said the current rules state that they must be a high school senior to apply for the scholarship. He suggested that we allow older students, as they are eligible with the ASA & FSFF (21 years old) to apply as well to open it up to more students. Fred mentioned that AJSA gives 3 awards per year, and he asked how we would keep up with them until they go to college and Jacob advised it was a senior in high school, freshman, sophomore, junior & senior in college. Fred thought it was a good idea. Randy advised our website says the applicant must be at least a high school senior, at the time of application. Students are eligible to apply for financial support of their education at an accredited post-secondary vocational/technical school, college, university, or grad program, up until their final year of their education. Applicants are only eligible to receive a scholarship only once in their post-secondary school career. Randy continued to read info from the website. Genry asked if Jacob reached out to Jeff Sorenson, and he is working with him on applicants. Fred advised that we cannot change anything on the scholarship without full Board approval at the annual meeting.

Ben asked for the next meeting, he picked Thursday February 15<sup>th</sup> @ 7:30 PM via Zoom. Everyone agreed that date/time was good.

#### **VIII. Adjournment**

Fred moved to adjourn the meeting. Jacob seconded the motion. Motion carried. The meeting was adjourned at 9:35 PM.

Minutes submitted by: Cindy Bowman

Minutes approved by: Fred Schuetze