

# ***FSFF Meeting Minutes***

02/15/24

## **I. Call to order**

Ben Estes called to order the regular meeting of the FSFF at 7:37 PM. Meeting was conducted on Zoom.

## **II. Attendees**

Ben Estes

Brian Valentine

Fred Schuetze

Genry Ellison

Jacob Prior

Jason McLean

Josh Gardner

Terry Bowman

Cindy Bowman

Absent: Randy Plaughter

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

Fred Schuetze moved to approve the minutes from the January 2024 meeting. Jason McLean seconded the motion. Motion carried.

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

Cindy advised the website data for January was 2348 views, 753 visits, 3.12 views per visitor Facebook data, we reached 4902 unique users, 1177 visits with 23 new likes which is someone that has not liked us before. On Instagram we reached 109 people, 6 visits with 5 new likes. She will keep this each month on a spreadsheet. We mailed a check to the Canadian Simmental Association for \$7400.00 for our Platinum Sponsorship of World Congress. Memberships received to date for 2024: 75 farm which is 64 US & 11 Canada & 33 Juniors, which is 108. In comparison to 2023 memberships: 164 total; 116 farm; 48 Jr. She will email an updated spreadsheet to everyone showing paid and unpaid. 2024-2025 Directory we have 29 confirmed ads with 7 of those paid for. This compares to 35 ads last year. We are still waiting on 8 to

get back to us; we have 3 confirmed “no” of the 35 from last year. All the premium ads have been spoken for. Fred asked if she had sent out bills for the ads; she responded no, but she will email & mail this before the next meeting. Jason advised that Mylia mailed their check last week. She had a phone meeting with our accountant, Charles Hubbard, CPA, and will email everything to him next week. We have been emailing Kim Banks back and forth on the Directory; many Members are going to her directly to do their ad. We have several things to out together for our part of the Directory and she has started working on that. Fred asked if the list of unpaid Members shows if they were Members last year; she said it would be included on the report. Jason asked that all the Canadians be left on the list for him to contact. Fred moved to approve the Coordinator’s report. Josh Gardner seconded the motion. Motion carried.

## **V. Treasurer’s Report**

Jason gave the Treasurer’s report. Operating Account: \$44,688.76. Scholarship Account: \$8369.60 as of 02/14/24. Board as well to review. Per Jason’s Updated 2024 Budget vs. Actual numbers were sent to the Board along with Quick Books account info. Jason asked that Cindy keep up with all the expenses for Worlds, separately. She will set up an advertising page & a page for Worlds. Cindy added that the show budget had a \$500 additional expense. A check was never written to the winner of the AJSA Junior Nationals in July of 2023. This has now been mailed to Garrett Jones. The budget remains as is since Josh donated \$500 for the Dixie National premium. Fred moved to approve the Treasurer’s report. Jacob seconded the motion. Jason made motion to accept the Treasurers report. Jacob Prior seconded that motion. Motion carried.

## **VI. Old Business**

Ben asked if there was any old business. Terry Bowman responded that he would like to discuss the Annual Meeting that was tabled during last month’s meeting. He made a motion to move the 2024 Annual meeting to Roland, OK in conjunction with the Fleckvieh Heritage Sale. Jason said he would like to make the motion regarding the annual meeting, to not specify where the meeting will be held but that it’s open to all Members of the Federation to have the meeting at their location, as long as it falls within the time frame in the Bylaws, and the Board can then decide where it would be each year. Fred clarified that the Annual meeting will be moved each year, with the Board of Directors making the determination each year. Jason then restated his motion that the Annual meeting be open to move to all areas in the US & Canada, to allow Members from different regions the ability to attend and we should open the meeting to Zoom to allow those that cannot attend in person the opportunity to be a part of it and to help achieve a quorum, following the By-laws that require one meeting per calendar year with a maximum time of 15 months between meetings. Time and place of meeting shall be decided by the Board of Directors and Members will be

notified by email and letter at least 30 days before the meeting date with communications on our website and social media channels. Josh asked if anything in that motion changed the By-laws; Jason responded he did not think so. There was continued discussion on the By-laws and the annual meeting and that it was important to set this up now so that we can move it year to year as the Board sees fit. Fred seconded Jason's motion and motion carried. Terry then restated his motion to move the 2024 Annual meeting to Roland, OK in conjunction with the Fleckvieh Heritage sale on 09/21/24. There was discussion about a Friday night event where we would ask Members to RSVP and pay for a ticket. There are many options near the farm: the Casino, hotels, and some other venues. Genry Ellison asked how we would decide from year to year where the meeting would be held. Jason advised that anyone interested in having the meeting can come to the Board and they will decide where it will be. There was more discussion on this subject and then Brian advised there was a motion on the floor and asked that it be repeated so it can be voted on. Terry made the motion to have the 2024 Annual meeting on Friday 09/20/24, in conjunction with the Fleckvieh Heritage Sale, in Roland, OK. Jacob seconded the motion. Motion carried. There was more discussion on other Fall sales in US & Canada that may be able to accommodate the annual meeting in the Future. Jason requested that we form a Annual Meeting committee so we can get started planning. Ben agreed that would be a good idea and that the committee can work with the Fundraising committee hand in hand to plan the meeting. Fred advised that the Annual meeting belongs to the FSFF, and we need to work with the sale/farm it's in conjunction with to ensure its success. Fred agreed to be on the committee, along with Ben, Jason & Terry. Ben appointed Fred as Chairman of the committee.

Ben said Cindy gave us an update on the Directory, but we are running a little behind. We are probably around \$3000 short of last year's numbers at this point. He is working with Jacob & Terry calling everyone from last year for Memberships & ad directory ads. He said he has had some members ask what their membership gets them, and he has been explaining that their name goes into the directory, you can use our classified ad page on our website, we list their sales on our website & social media as well. Many expressed that they want to pay for ads online and Cindy explained that is something that she will have to get set up on the website as US memberships are the only thing that is linked through the website right now. Any other payments with cards need to call her to process. We used to have a featured Breeder on Facebook in the past so we may want to do that again. We could also have each of them write a bio about their farm/ranch and post it. Fred said that the days of a printed magazine or directory are coming to an end, and everything will be online. The membership committee can work on that; Ben will get with Randy. Ben asked that everyone take a few on the non-paid list and call them about membership so we can get through the list before the end of February. Genry asked if memberships were mailed out and Ben advised they were right after the January meeting. Genry asked if it included

directory requests and Cindy advised it did. Ben requested the number of directories that were printed last year as we will need more this year due to Congress.; Cindy advised 750 were printed last year and she has 2 boxes left. Josh suggested giving directories to members to give to folks they sell bulls/heifers too, even commercial breeders. Jason wondered how that would add to the total cost if we supplied additional directories to Members. Jason thinks we will give out 300-400 at World Congress; may want to print 1000 this year just to be sure we have enough. The additional printing cost will be small. Fred & Jacob have taken directories to their local Stockyard as well to give to commercial breeders. Fred advised we can get a list from ASA of everyone that transferred a registered fullblood with their address. Josh said he could be a contact for reach out to him with names of Commercial breeders on social media. Directory cost last year to print was \$3.99 each, envelopes .55 cents each then the postage. It could be close to \$5 to mail singles out this year with postal increases. We need good carcass data for the directory as well. There was discussion on what is included in the Platinum sponsorship at Worlds; they should be contacting us for the signage, logo, etc. If they don't design an ad, we can get Kim Banks to do something for us since she has all of our photos/logo etc. Discussion was again on Congress and where to set up the FSFF booth, when to man and what to give out. Terry can bring the booth with signage with him and directories. More discussion on memberships and who has not paid that was one in 2023 and reasons why they are not signing up again.

Ben asked if there was any other committee updates. Brian advised that Garan Skeels reached out to him a couple weeks ago about a Junior show at Congress and invited all Members. In Canada, they are a junior until 25. Doubtful anyone will take a US animal to Alberta for this show; just too far.

Ben asked for the next meeting, he picked Thursday March 14 @ 7:30 PM via Zoom. Everyone agreed that date/time was good.

## **VII. Adjournment**

Brian 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