

# ***FSFF Meeting Minutes***

03/14/24

## **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

Randy Plaughter

Terry Bowman

Cindy Bowman

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

Fred Schuetze moved to approve the minutes from the February 2024 meeting. Jacob Prior seconded the motion. Motion carried.

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

Cindy advised the website data for February was 2267 views, 783 visits, 2.9 views per visitor. Facebook data, we reached 2888 unique users, had 3279 followers, 555 visits with 12 new likes which is someone that has not liked us before. On Instagram we reached 117 people, had 305 followers, 5 visits with 4 new likes.

Directory invoices were emailed & mailed to all those that have not paid for their ad. We have 33 confirmed ads (compared to 34 in 2023) with 3 undecideds. 16 have paid & 17 are unpaid. Total collected to date is \$9478.99. Kim Banks is finishing up her bull sales for 2024 and will start on the directory full time in a week of so.

Membership update: 137 total; 102 Farm (87 US, 14 Canadian & 1 Australian) & 35 Junior. We're 27 short of 2023 totals.

Main focus is the directory and getting everything to Kim to keep her on our timeline. Fred is sending a new membership and Josh Gardner has two new memberships coming. Great job calling Members; nearly all of those that you talked to have renewed. Received membership from Wendell Reeder and we are listing his full-fleck semen on the website: GPCC Valentino.

Jason McLean moved to approve the Coordinator's report. Terry Bowman seconded the motion. Motion carried.

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

Jason gave the Treasurer's report. Operating Account: \$42,339.93. Scholarship Account: \$8369.60 as of 03/11/24. Genry Ellison made motion to accept the Treasurers report. Fred seconded that motion. Motion carried.

## **VI. Old Business**

Ben asked if there was any old business other than what was on the agenda. None listed at this time.

Ben advised we had the membership update in the Coordinators report. Genry asked if the website has been updated; Cindy advised not yet but she will get to it. Ben thanked everyone for calling Members about renewing. Jason thinks there are some Canadian members to still sign up. Having a presence at World Congress may assist with new Canadian members.

Ben then went into the Directory update. He mentioned the members were listed by state and alphabetically in the past and asked if we wanted to keep it. Fred asked why it was listed twice. Cindy mentioned it may be to fill pages but was not sure. She said she like to do a map listing members in each state. Randy said we had done that in the past with a member number. Ben asked about testimonials in the directory from Commercial breeders. Fred suggested doing this if we need to fill the page.

Ben is working on updating the carcass data. This was done by Progressive Cattlemen with Jerry Brink, and they could change it info if we planned to run another ad. Everyone agreed that updating this ad is well worth the cost to update. Cindy will get with Kim to see what it will cost us for use in the directory, as a print ad and to use on social media. She feels it will be around \$150.00, which is Kim's full-page price for the directory. Jason made motion to proceed with Kim to update the ad with the new carcass data. Fred seconded that motion. Motion carried.

World Congress update; check was mailed, and they have cashed it. There was an issue with the exchange rate that we were quoted, and Jason got with CSA and got this resolved. /We are officially a Platinum sponsor. The FSFF logo has been emailed to them for print/website etc. Registration is open March 18<sup>th</sup>. Fred said there is a Junior

program that is a part of the last 3 days. Garren Skeels got with Josh about the Jr. show in Olds. Sale is also a part of the program and will be live cattle & frozen genetics. Ben mentioned that we will only need to be at the events at Olds since the first few days are meetings for the World Board in Calgary. Fred agreed. Jason suggested we put our booth at the 1<sup>st</sup> for supper @ Clearwater. Continued discussion on World Congress with dates/times/accommodations etc.

Ben asked about any other business. Terry advised that we do have a venue reserved for Friday, September 20<sup>th</sup>. Lance has reserved the room, and it looks like it will cost around \$450.00 but he advised he will cover a portion of this. Fred suggested we get a catering quote and Cindy said she will work on it.

Fred reminded Cindy to bill Fred personally for the cost of the award.

Cindy is bringing St Nicholas the Rocking bull to Back to Grass to sell raffle tickets on. Jason suggested auctioning tickets at the sale on the bull. Ben agreed to do this before the first lot.

Ben advised next meeting is Friday, May 17<sup>th</sup>, at Henderson, TX in conjunction with the Back to Grass sale, @ 5:30 PM. We will have Zoom available for those that cannot attend in person.

## **VII. Adjournment**

Fred moved to adjourn the meeting. Randy seconded the motion. Motion carried. The meeting was adjourned at 8:30 PM.

Minutes submitted by: Cindy Bowman

Minutes approved by: Terry Bowman