

Minutes
February 25, 2017 Quarterly Board of Directors Meeting
Ohio Shorthorn Breeders' Association
Held at Der Dutchman in Plain City, Ohio
9:00 A.M.

Members in attendance:

Michael Bihl, Beth Carper, Mike Carper, Dick Cronley, Ron Cronley, Katie Cull, Dave Greenhorn, Quinton Keeran, Lee Miller, Josh Schrock, Trudi Tilton, Tom Turner, Jeff Winkle, Scott Winkle, and Rick Workman

President Lee Miller called meeting to order at 9:09 A.M.

Michael Bihl led the group in the Pledge of Allegiance.

Minutes from Previous Meeting (10-20-16) – presented by Trudi Tilton

- Quinton Keeran pointed out the inconsistency of the references to the Ohio Junior Shorthorn Association throughout the minutes – OJSA /OSJA. Trudi will go back and make the corrections.
- Mike Carper moved to accept with correction. Dave Greenhorn seconded. Motion passed

Treasurer's Report & 2016 Financial Report– presented by Michael Bihl

- Current bank balance is \$12,000.94
- Current CD balance is \$8,093.57
- Total endowment balance between 3 CD's is \$9,220.42
- Mike Carper moved to accept. Ron Cronley seconded. Motion passed.

OJSA Report – presented by Scott Winkle

- Jr. Preview Show will be held at Madison County Fairgrounds in London, Ohio on June 10 and 11, 2017.
- One goal of the Preview Show is that it is more financially self-sufficient. Scott and Katie have some ideas to make that happen.
- There will be a silent auction again at the Beef Expo.

Committee Reports

Fall Sale – presented by Mike Carper

- 2017 Fall Sale will be held on Sunday, September 24 at 2:00 P.M. at Claylick Run outside Newark.
- Promotion has started with an ad in the 2017 Directory.
- There was discussion about how to handle when a buyer doesn't pay. It was suggested that the cosigner isn't paid until the buyer settles up.

Farm Science Review – presented by Tom Turner

- Will continue in 2017.
- There was mention about ways to show appreciation and increasing recognition for Allied Industry Members and Ambassadors, i.e. increased signage, reduced pricing for directory ads.
- Additional help for set-up and during FSR is always welcomed.

Digital Media – presented by Lee Miller

- Jamie King of JK Designs shared traffic numbers to OSBA website and Facebook page.
 - Website
 - Dec 2016 – 591 visitors
 - January 2017 – 3,116 visitors (2,800 new)
 - February 2017 – 2,300 visitors (2,100 new)
 - Reached 7,000
 - 2,100 likes
- There was discussion about the need for good, quality pictures of Shorthorn cattle and activities to feed the website and Facebook page.
 - Beth Carper volunteered to reach out to some amateur photographers who are good and would benefit from the experience of working with members and their cattle. She has some folks in mind. She'll present prices and more details at the April board meeting.

Old Business

- Michael Bihl still hasn't bought a printer or software.
- Current membership is 128.
 - Tom Turner again mentioned the need to “activity pursue” the ASA members from Ohio who are not OSBA members.
- 1500 directories will be ordered ASAP. Post will deliver them to Expo. Projected cost of the directories is \$3099.
 - Duane Miller, Josh Schrock, and Lee Miller have done a good job contacting members for ads for the directory.
 - Jamie King has been working to get the directory ready to print.
- The reception at NAILE for the Byers Family didn't happen. Lee contacted Montie Soules, but a good time for the reception couldn't be worked out.
- Beth Carper has made some initial contacts to replace the OSBA booth for a more convenient and flexible style.
 - Quinton Keeran moved that we purchase one 10x8 backdrop, two side banners, any necessary hardware, including development and creation all total not to exceed \$1,500. Dick Cronley seconded. Motion passed.
 - Lee appointed Beth Carper and Quinton Keeran to a committee to actively pursue the backdrop.
- Trudi Tilton will create and distribute a simple welcome brochure that will be given to first time Shorthorn buyers explaining that they're receiving a free one-year membership in OSBA with their purchase. This promotion will be made available at the Ohio Beef Expo and the Fall Sale.

- Jeff Winkle and Duane Miller will set-up the OSBA display at the BEST Show in Millersburg.

New Business

- Meal at Ohio Beef Expo following show on Friday
 - City BBQ again
 - Jeff Winkle moved to continue the meal not to exceed \$1,000. Quinton Keeran seconded. Motion passed.
 - Beth Carper offered to coordinate the meal.
- As part of 2016 Ohio State Fair during Open Show, Lassies served cold sub sandwiches that the OSBA paid for. It was suggested that this continue in 2017.
 - It was decided not to spend the money on subs. Lassies are encouraged to continue the traditional tea, but OSBA will not be providing subs.
- Summer Picnic
 - Dave Greenhorn will host the 2017 summer picnic on August 27.
- Jeff Winkle will shadow Keith Moore this year at Expo in order to learn the ropes. Keith hasn't officially given up his responsibilities at Expo. OSBA just wants to be ready for when he does.
- OJSA will be discussing the option of following ASA's lead to drop junior participation to age 7. OSBA is in support of whatever OJSA decides about this matter
- State Shorthorn Show will be July 15 during Franklin County Fair.
- Jeff Winkle is working on a plan to recognize breeders and juniors' accomplishments. He will present his plan at April meeting.
- OSBA Board of Director meetings for 2017 will be as follows: April 13, July 13, and October 12. All will be held at OCA and start at 5:00 P.M.
- The board discussed Jamie King's work thus far as Digital Manager. The board is pleased.
 - Quinton Keeran moved that beginning March 1 Jamie reduce her work to 6 hours per week for \$500 a month. Dick Cronley seconded. Motion passed.

Mike Carper moved to adjourn the meeting. Tom Turnerr seconded. Motion passed.