

MINUTES
Ohio Shorthorn Breeders' Association
Board of Director's Meeting
Held at the Ohio Cattlemen's Association Office
July 14, 2019
2:00 p.m.

Members Present: Jeff Winkle, Duane Miller, Kendall Shonkwiler, Lee Miller, Tom Turner, Kyle Geho, Sarah Denlinger, Jeff Barr, Ryan Cairns, Dave Greenhorn, Jamie Wheeler

Light refreshments provided by the OSBA

President Jeff Winkle called the meeting to order at 2:10 p.m.

President Jeff Winkle led the group in the Pledge of Allegiance

Minutes from the April 7, 2019 OSBA Board meeting were shared in written form. Jeff Barr made a motion to accept the minutes as written. Dave Greenhorn seconded the motion - motion passed.

TREASURER'S REPORT - shared by Jeff Winkle

The treasurer's report was shared with the assembled members. Jeff Barr made a motion to accept the report. Lee Miller seconded the motion - motion passed.

COMMITTEE REPORTS

OJSA

- Dave Greenhorn, Jeff Barr, Lee Miller, Jeff Winkle and Tom Turner attended the Shorthorn Junior Nationals
- Ohio juniors won best Junior Association for the third year in a row
- 66 juniors attended from Ohio
- Kentucky had a good presence
- Tennessee had a good presence - A TN exhibitor had a division winner
- Other states well represented were Alabama and North Carolina
- The facility wasn't the best - but improved as the week progressed.

Lee Miller's observations and comments – we have a strong group of juniors and we have a very active state that supports the juniors. We are the envy of a lot of junior programs across the states.

There was tremendous support by the breeders; especially meals donated throughout the week.

A huge thank you to Trudi Tilton for leading the cook-off competitions and for providing the junior leaders with support throughout the entire week. And a big thank you to the board members that donated meat for the competitions – Jason Workman and Ed Shonkwiler.

Jamie mentioned she needs the press release information and pictures from the Junior Nationals. To date Shelby with ASA has been non-responsive. Tom Turner offered to reach out to her regarding obtaining the requested information.

Jeff Winkle will connect with Katie as well to obtain pictures, etc. from the Junior Nationals event.

Jeff shared an ad is being developed for publication in the Ohio Cattlemen's magazine. Kendall will connect with Stephanie Sindel regarding ad specs and due date of copy.

FARM SCIENCE REVIEW – presented by Tom Turner

- The logistics are in place for the Farm Science Review
- Tom asked for board support and cattle consignments
- Time commitment is 4 days (one day of set-up and load-in, display Tuesday, Wednesday and Thursday)
- Traditionally marked shorthorns are preferred over black cattle
- Anyone interested in exhibiting should contact Tom or Susie Turner
- There was general discussion about sale credits and how we could capitalize on using the credit to increase membership and interest in the Shorthorn breed.

There was open discussion by all members regarding generating more interest in the Shorthorn breed and attracting new members to the OSBA.

- Jeff Barr suggested the OSBA provide a payout to those exhibitors winning with Shorthorn across shows at county, state and national levels.
- Lee Miller asked that we consider using the Best of the Buckeye as a recruitment tool.
- Jeff Winkle offered ideas on giving sale credits for use in private sales.

Jeff closed the discussion by asking all OSBA board members to continue thinking about membership and attracting new members.

A general discussion began regarding how we communicate and touch all members. Tom suggested we continue electronic communications but also add a written newsletter. Duane contributed by suggesting we mail an OSBA directory to all members and to the Shorthorn Country mailing list.

- Frequency of the newsletter – quarterly
 - Should include highlights or show results and upcoming events
- ACTION ITEM: Kendall will draft the first quarterly newsletter to be mailed immediately at the end of the Ohio State Fair.

DIGITAL MEDIA – presented by Jamie Wheeler

- OSBA website traffic is down. Facebook and Instagram traffic are up!
- Jamie is looking for content for future social media posts.
 - Please forward directly to Jamie if you have information.
- Discussion ensued about auctioning off the premium pages at the Fall Showcase sale – starting bid is the cost of the add plus the premium over that. Jeff Barr made a motion to auction off the premium pages at the Fall Showcase Sale. Lee Miller seconded the motion. Motion carried.

OHIO STATE FAIR – presented by Kyle Geho

- 117 head / 61 exhibitors are entered in the Open Show
- 65 head / 48 exhibitors are entered in the Junior Show
- Space will be tight in the show barns
- Renae, Dick and Kyle will mark stalling assignments the Thursday before OSF.
 - Dick will pass stalling responsibilities to Kyle after this year's fair.
- Contrary to social media posts – stalling will be in the Viaducts and should not impact the Shorthorns
 - Viaduct is closed from Cooper Arena headed North – repairs are currently underway
- Kendall will install the OSBA booth at the OSF, but someone will need to take it down at the end of the Fair and pass to Renae Logsdon for the summer picnic
 - Kendall also asked board members to consider rotating the responsibilities of storing and installing the OSBA booth at events throughout the year.

SUMMER PICNIC – presented by Jeff Winkle

- Schedule is tentatively as follows:
 - 11:30 a.m. – Fellowship
 - 12:30 p.m. – Lunch
- Jamie will generate a social media post regarding the summer picnic and the details.
- Kendall to connect with Beth regarding a printed piece for the picnic

Kendall asked everyone to begin thinking about public service announcements for the OSF. Announcements would be made during the two days of the Shorthorn show and during the steer show. Suggested announcements are due by the end of business Friday, July 19, 2019

FALL SHOWCASE SALE – presented by Kendall Shonkwiler

- Entry packet was mailed to membership and past sale consignors
- The Fall Showcase committee will schedule a call or convene at the OSF to discuss sale logistics.

NEW BUSINESS

- Jeff Winkle asked all board members to brainstorm ideas to increase membership. Please be prepared to discuss ideas at the next OSBA Board meeting scheduled in October 20, 2019.

OLD BUSINESS

- Ag-Pro sponsorship is no longer an option. Due to the increased expenses Ag-Pro encountered with the transition of the stores, they are not able to commit to the sponsorship. Jeff asked the OSBA board to submit raffle ideas via email,
- By-laws & Constitution – Jeff Winkle shared the OSBA Board of Directors constitution and bylaws and reminded everyone that changes need to be made during the October board meeting, so a vote can be put to the membership.
- EOSA Rep – Jeff Winkle talked to Brent Workman and Brent agreed the Eastern Ohio Shorthorn Association should have representation at the OSBA. Currently, they do not have a representative available to fulfill this role.

- OSBA 2020 State Show - Kyle Geho has some great ideas about the show and the cost associated with the show.
 - There was open discussion by the board regarding costs, banners and print pieces.
 - Need to determine when / where and funding
 - Jeff Winkle suggested including the show with the Fall Showcase Sale
 - Kyle agree to check facilities and to see what county fairs, if any, are willing to let the show tag onto their schedule
 - Kyle will present ideas at the October 20, 2019 meeting.
- Tax Exempt Status
 - Duane is making head way on the tax-exempt status. Duane had documents at the meeting which required Jeff Winkle's signature.
 - All should be in good order.
- OSBA Booth Refresh
 - Kendall and Jamie presented an idea for the new skin on the OSBA booth.
 - The OSBA board offered suggested edits - Jamie and Kendall will make the changes and submit the artwork for board review prior to facilitating the print.
- Retractable signage - the OSBA board will evaluate the retractable signage artwork and offer suggested changes at the next board meeting.

Jeff Barr made a motion to adjourn the meeting. Ryan Cairns seconded the motion - motion carried.

Next OSBA Board of Directors meeting is scheduled on Sunday, October 20, 2019 at 2:00 p.m.

