

Minutes

Ohio Shorthorn Breeders Association

Quarterly Board of Directors Meeting

April 22, 2021

Ohio Cattlemen's Association Conference Room

Members present: *X = in attendance*

X - Jeff Barr	X - Greg Beckler	X - Ryan Cairns	X - Christy Campbell
X - Katie Cull (virtual)	X - Dave Greenhorn	X - Renae Logsdon (virtual)	X - Duane Miller
X - Lee Miller	X - Caroline Tilton (OJSA rep)	X - Trudi Tilton	X - Tom Turner (virtual)
X - Jamie Wheeler (virtual)	X - Jeff Winkle	Scott Winkle	X - Jason Workman

The Association provided a supper of pizza and salad for those in attendance.

President Jeff Winkle called the meeting to order at 5:26 PM. He welcomed Caroline Tilton to the Board. She has been appointed by OJSA to be the first OJSA member to serve on the OSBA Board as a voting member and representative.

Officer Reports

- Secretary Trudi Tilton presented minutes from both the July meeting and the January meeting. No corrections or additions were indicated. Jeff Barr moved to accept the minutes from both July and January meetings. Jason Workman seconded. Motion passed.
- Treasurer Renae Logsdon presented the Treasurer's Report for April and the 2021 Budget shared the following highlights:
 - savings account balance - \$8,548.23, checking account balance - \$15,455.66, OJSA account balance - \$4,565.85 & endowment fund - \$7,527.44
 - Lee Miller moved to accept the Treasurer's Report. Greg Beckler seconded. Motion passed. Jeff Barr moved to accept the 2021 Budget. Christy Campbell seconded. Motion passed.

OJSA Report - Katie Cull & Caroline Tilton

- Caroline shared the names of the recently appointed OJSA Board members.
- Preview Show will be held May 7-9 at CLinton COunty Fairgrounds in WILmington, Ohio. It will be a combined show of SHorthorns, Maine, and Chi's.
- Silent Auction at Beef Expo brought in \$3,000.
- Straight Up Bars raffle at Expo made \$700.
- Caroline thanked the Board and breeders for supporting the Juniors and holding the ProAir Blower raffle that benefited the Juniors.
- Caroline mentioned that although grateful for the raffle, both organizations running

raffles at Beef Expo made it hard to sell tickets. Perhaps future conversations can discuss options.

- Katie asked for help in ring on Sunday of Preview & clean up afterwards

Committee Reports

- Digital Media presented by Jamie King Wheeler
 - Jamie will be leaving her digital media director position with OSBA on July 1. She's enjoyed her time with the Association. She's willing to make recommendations and guide the Board in finding a replacement. OSBA is appreciative of Jamie's efforts to make OSBA the strongest digital media presence among breed associations across Ohio.
 - Analytics of the website since transition aren't comparable with the previous platform.
 - Website traffic heaviest in March.
 - Facebook reached more than 1700 people during Expo.
 - Ambassadors of the Week will start next week. Jamie is thinking of changing the name of the segment.
- Ohio Beef Expo presented by Jeff Winkle
 - Sale Numbers
 - 5 purebred bulls - \$2680 average
 - 1 Plus bull - \$3400
 - 9 purebred heifers - \$3088 average
 - 11 Plus heifers - \$2482 average
 - 26 live lots
 - 1 embryo package
 - Sale Gross - \$72,800
 - Group liked having 1 sale ring.
 - Conversation about if show is worth it. Conclusion is that it's a great way to showcase the breed and bring breeders together.
 - Lee Miller pointed out that the Expo Sale is a good platform for breeders to get name in front of people.
 - Renae mentioned she doesn't yet have any money from Cindy. Jeff W. will follow up with Cindy.
 - Jeff Barr moved that we continue with Cagwin as sale manager again for 2022. Jason Workman seconded. Motion passed.
 - Booth at Trade Show was a success! Lots of interest. Lots of traffic. Definitely want to continue. Maybe even invite ASA. At the very least get literature from ASA for next year. Jeff Barr moved we have a booth at the Ohio Beef Expo again in 2022. Dave Greenhorn seconded. Motion passed.
 - Jeff Barr moved that Renae transfer \$1100 (profit from ProAir raffle) from OSBA checking account to OJSA account since that raffle was advertised as a fundraiser for the Juniors. Lee Miller seconded. Motion passed. Renae will transfer the funds.
- Farm Science Review presented by Tom Turner
 - Committee is proceeding with plans as if FSR is a go for 2021.
 - Dates: September 21-23
 - Same spot as 2019.

- o No motions were made that OSBA wants to maintain a presence at Farm Science Review. Only assumptions that OSBA will.
- Fall Showcase & Sale presented by Lee Miller
 - o Committee has had much discussion about how to proceed. More frustration than direction.
 - o Lee Miller directed Quinton Keeran, Mike Carper, & Kendall Shonkwiler to streamline the discussion into 2-3 proposals for Lee to present to the Board. They complied. Their proposals are as follows:
 - Show & Sale in late October at Pickaway Co. Fairgrounds - \$5700
 - Show & Sale at Madison Co. Fairgrounds - more money than Pickaway with less services.
 - o Lengthy discussion with Board about proposals, if the concept is worthy, timing, and tight turn around to pull off in 2021.
 - o Jeff Barr moved that we keep it just a sale for 2021 at Claylick Run and consider Show & Sale option for 2022 when there's more time to prepare. Caroline Tilton seconded. Motion passed.
 - o Jason Workman moved to create the following recommendations to the 2021 Sale: add an age limit to cows consigned, video cattle on Friday night at facility, offer an internet sale, and move sale to late October. Greg Beckler seconded. Motion passed.
- Ohio State Fair presented Renae Logsdon
 - o Will be a Super Regional Show
 - o Shorthorns will be in same rotation as previous years
 - o Limited info available at this time
- ASA Report presented by Dave Greenhorn and Lee Miller
 - o NJSS projected to be largest in recent memory
 - Entries due May 1
 - o Annual meeting - October 21-23 in Kansas City
 - During The Royal
 - Kick-off of the 150th Anniversary

Old Business

- Congratulations to RC Show Cattle for being named Builder of the Breed
- Booth backdrop was well received
- Summer Picnic
 - o Hosted by Jason Workman, Twin Oak Farm
 - o Will include annual meeting since there was no banquet in 2021
 - o Sunday, September 19, 2021
 - o Mailing will be sent
- Elections
 - o Held at Picnic
 - o Nominating Committee: Greg Beckler (chair), Jason Workman, & Christy Campbell
 - o Facebook post asking for nominations - due July 1

New Business

- Digital Media replacement

- o Create a committee to investigate & put together job description & proposal
 - Lee Miller & Jeff Barr will start by looking at previous proposal and job description
- o Suggested to look at recent college graduates in the field

Jeff Winkle shared with the group his appreciation for support and patience throughout a challenging year. He is excited about the opportunities upcoming in 2021 and 2022.

Jeff Barr moved to adjourn the meeting. Renae Logsdon seconded. Motion passed. Meeting adjourned at 7:38 PM.

Next meeting will be Thursday, July 8 at 5:00 PM in-person at OCA.