

# Minutes

## Ohio Shorthorn Breeders Association Quarterly Board of Directors Meeting July 15, 2020 @ 6:00 PM Ohio Cattlemen's Association Conference Room

**Members present:** *X = in attendance*

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

Meal of Subway sandwiches, pasta salad, and brownies provided by Trudi Tilton and OSBA was offered at 5:30 PM.

President Jeff Winkle called the meeting to order at 6:03 PM. Board members recited The Pledge of Allegiance.

### Officer Reports

- Secretary Trudi Tilton read the minutes from the April meeting. A few grammar errors were corrected. Lee Miller moved to accept the minutes as corrected. Dave Greenhorn seconded. Motion passed by voice vote.
- Treasurer Renae Logsdon, although not present, did provide a copy of the Treasurer's Report to the Board for the meeting. The report showed the following account balances:

- current balance of checking account - \$12,718.29.

The group made the following remarks about the report:

- Like having all of the account balances included
- Suggestions for the future
  - include the income & expenses as they compare to budget
  - include current year budget amounts and previous year actual amounts

Jeff Barr moved to accept the Treasurer's Report. Jason Workman seconded. Motion passed by voice vote.

### OJSA Report

- No representation present.
- Trudi Tilton offered recap of NJSS: unofficially Ohio came in 2<sup>nd</sup> in overall state standings, Ohio had individual high-point in 3 of the 4 age divisions, 1<sup>st</sup> place in 3 of the 4 age divisions with 2 in Senior top 10.

- Tom Turner would like such a recap typed up and shared with the membership.

## **Committee Reports**

- Digital Media presented by Jamie King Wheeler
  - Website & both social media accounts had increased traffic during months since April meeting
  - Website not yet migrated over to new platform. Continuing with Pay Pall seems to be the hold up.
  - Laura's suggestion is using Stripe to collect online payments. Cost is same as Pay Pal and it likes new platform.
    - Jason Workman moved to authorize Laura Sutherly to move to Stripe, away from Pay Pal, and complete website migration. Christy Campbell seconded. Motion passed by voice vote.
- Fall Showcase Sale presented by Jeff Winkle
  - Committee consists of Mike Carper (chair), Jeff Winkle, Jason Workman, Dave Greenhorn, Beth Carper, & Kendall Shronkwiler.
  - Committee has met via conference call.
  - Recommends online sale – 12-hour sale with horse race finish
  - Kendall is checking with potential platform providers so decision can be made and invitations to participate can be sent.
  - Anticipate cost of mailing invitations - \$900
  - There was a discussion about print catalog or strictly online. No decision was made.
- ASA Report presented by Dave Greenhorn & Lee Miller
  - Much is up in the air because of uncertainty with so much because of COVID-19
  - At this point NAILE has a 50-50 chance of happening in November
  - Relationship with ASA and fund raiser at Sullivan Sale is over
  - Discussion about ASA continuing its acceptance of Plus steers at 25% Shorthorn at NJSS
- Farm Science Review presented Tom Turner
  - Recently announced it will be virtual for 2020
  - No word about refund of payment made
  - Unclear what virtual will look like

## **Old Business**

- Directories 2020
  - Jeff Winkle mentioned that OSBA should feel obligated to advertisers because they got little bang for their buck in directory this year.
  - Jeff Barr moved to give 2020 directory advertisers (Allied Industry Members & OSBA members) 20% discount on ad in 2021 Directory. Dave Greenhorn seconded. Motion passed.
- Booth Refresh
  - Jamie shared her suggestion for new skin (aka fabric backdrop). It's shape of Ohio with several photographs of Shorthorn cattle within shape.
  - Duane Miller moved to proceed with new backdrop with budget of \$500 within 20%. Jeff Barr seconded. Motion passed. Trudi will check with Kendall about ordering contact.

- 2020 Picnic
  - Considering state of affairs nationally and within Ohio, Jason Workman is not comfortable hosting the picnic.
  - Group discussed that holding a picnic this summer was not a responsible act.
  - Christy Campbell moved that there not be a 2020 OSBA Summer Picnic and the 2021 Picnic be held at Jason Workman's farm. Lee Miller seconded. Motion passed.

## **New Business**

- Best of the Buckeye – discussion about what to do with the funds that have been allotted for Best of the Buckeye. This discussion lead directly into the item of business of sponsorship of the Ohio Youth Livestock Exposition (OYLE).
  - Jeff Barr moved to send OJSA members checks to cover their \$60/head entry fee to OYLE if they actually showed. Ryan Cairns seconded. Motion passed.
  - This would show support to our juniors without handing over money to OYLE. There was concern among the board about various aspects of OYLE. Perhaps if it continues some of these concerns will subside and we will financially support it in the future.
- Acknowledgement of the passing of two significant Ohio Shorthorn Breeders – Keith Moore & Bob McLaughlin
  - Jeff Winkle presented the idea that we name the Shorthorn Sale at Ohio Beef Expo in Keith's honor.
    - Tom Turner moved that beginning in 2021 and continuing thereafter the Shorthorn Sale at the Ohio Beef Expo be name The Keith Moore Shorthorn Sale. Dave Greenhorn seconded. The group enthusiastically supported the motion and passed it without hesitation.
  - It was suggested that both Keith and Bob each have dedication pages in the 2021 Directory. Additionally, both families will be invited to the annual meeting and banquet in February 2021 for recognition.
  - In the same vein, it was suggested that there be a page added to the Directory that offers an accumulative list of the Lifetime Achievement Recipients.
  - Tom Turner shared that Ron Cronley (the 2020 recipient) would like to present the 2021 Lifetime Achievement Honor at the Banquet. The group agreed that would be a nice tradition to begin.
- Lee Miller reminded the group that the deadline for ASA awards is approaching and we should submit names for the Builder of the Breed.
  - Jeff Winkle said he and Trudi Tilton would discuss this and contact the group electronically before proceeding with the submission.

Lee Miller moved to adjourn the meeting. Jeff Barr seconded. Motion passed. Meeting adjourned at 8:00 PM.