

# TEXEL SHEEP BREEDERS SOCIETY

## BOARD OF DIRECTORS MEETING

October 3rd, 2024

President Crystal Retzlaff called the meeting to order at 7:02 EDT

**MEMBERS PRESENT:** Crystal Retzlaff, Ron Wilcox, Clayton Vickers, Amy Slaydon, Riana Zeiher, Olivia Halbur, Theresa Crowley, Cinda Baird.

**SECRETARY'S REPORT:** Cinda Baird emailed the minutes from the last meeting to all Board Members to Review. Clayton Vickers moved that the Secretary's report be approved, Olivia Halbur second the motion. 7 members approved the minutes – one nay vote. The majority ruled and the motion passed.

**TREASURER'S REPORT:** Clayton Vickers emailed the treasurer's report from the last meeting to all Board Members to Review. Clayton has found reports in quick books that will be clearer with the individual reports and easier for all to read. It will also present a P&L statement for the entire year. He also had a meeting with Peoples Bank and has now transferred that to a 'no fee account' for the youth account. A question was asked what the "Merchant Account Fees" was for, and it was identified as the credit card charges for those members using a credit card for registrations or membership renewals. Olivia Halbur moved that we accept the minutes as read, Theresa Crowley second the motion. All approved the minutes and motion passed.

### **UNFINISHED BUSINESS:**

**TEXEL WEBSITE:** The instructional video was first to be discussed on the Texel website. After discussion, it was decided to create step by step written instructions with screen shots to send to new members that are having difficulty navigating the site. This will eliminate the possibility for any hacker to get into our site via a video that we had posted on the website. Cinda Baird also reported that she had sent letters to all non-paying members with only 1 response. It was approved to make those members 'inactive' and would need to bring their membership status to 'current' before registering any sheep.

**TWILIO ACCOUNT:** Cinda Baird reported on her conversation with Shortgrass on Twilio Account. It was found that it is not only for sending the mass mailings to the members when needed, it also sends out the emails whenever a member renews their membership or registers their animals. The latter 2 functions will not go over the 100 e mails a day mark. It also sends monthly reminders to those delinquent members to pay their yearly dues. The concern with the board is how long would it take to program the yearly mass mailing to be just manual so that we could only send out 50 per day. Cinda will inquire if that can be easily done.

**RENEWAL LETTER FROM WEB SITE:** During Cinda's discussion with Shortgrass, they will change it to what our by-laws read, the yearly membership runs from June to July. Cinda will give them the proper verbiage to edit the letter.

**USDA CERTIFICATION:** No new report to be given as they have not been able to set up a meeting with the new contact for the USDA certification. We will be adding Theresa Crowley to the committee along with Clayton Vickers and Olivia Halbur.

**NAHSS** – The Texels had a great representation at the North American Hill Sheep Show with 21 head being shown. From those attending the show, it was highly recommended for any to attend this event. This year, there were a total of 150 sheep entered. The judges from the UK were very accommodating, giving all attendees great advice. The discussion brought up the sponsorship for 2025. We had many good conversations at the booth and even was able to give reference for a member to sell 3 lambs off the fairgrounds. A discussion as to whether to set up a booth by the Texel pens or continue to pay the sponsorship fee and receive a free table. If the latter is decided upon, that will need to be added to the budget.

**ADVERTISING IN THE BANNER:** Cinda Baird has sent to all board members the ad that will be presented in the Oct/Nov Banner magazine. Not only will it feature the results from the National Texel Sale at the Midwest Stud Ram Sale, but also other major summer events. In addition, it will be excellent exposure to interested readers. The cost for the 1/2-page ad is \$475, or \$427.50 with the 10% pre-publication discount. Olivia Halbur moved that we move forward with the ad in The Banner, 1/2 page ad. Riana Zeiher second the motion. All approved and motion passed.

**SPONSORSHIP LETTERS:** It was brought to our attention that the 2 members that had committed to sponsor awards for our youth will not pay electronically and will only pay by check or with credit card. Clayton Vickers stated that his time is limited and does not have time to process the paper checks but will put the Credit Card payment feature online for payment through Quick Books. Cinda Baird has volunteered to take paper checks for those who will only pay that way. She requested that that bank would need to have picture/deposit capability to deposit those checks. Clayton Vickers stated that those banks do have that ap available.

**NAILE:** Cinda Baird reported that 419 Texels will sponsor the ring photographer for NAILE. During the last conversation with Jessica Waldron, she will be there both the Junior and Open sessions. Clayton Vickers let us know that the buckles are done. The bill came out to \$385. Sarah Lindsey is the Superintendent for the Junior Division and has helped Riana Zeiher purchase the awards for the Junior Texel exhibitors. There was a bit of miscommunication about the amount budgeted and unfortunately the cost went over by approximately \$250. Clayton Vickers moved to approve the amount that is greater than what was budgeted-but not to exceed \$260 be paid. Theresa Crowley second the motion. 7 members approved the motion – one nay vote. The majority ruled and the motion passed.

**FUTURITY MONEY:** Emails and invoices were sent out to all those members that participated in the Futurity program at Sedalia explaining what has happened. Cinda Baird reached out to Rachael Gately to discuss. Ron Wilcox brought up that we still have not resolved the 2021 Futurity Payout. It was noted that the monies were collected but never paid out. Ron reports that there were 6 ewes at Ohio and 27 ewes at Sedalia that year in the futurity program and we have that money. In order to rectify this issue, we need to find the youth that participated in the Futurity program that year. Cinda Baird noted that she had sent Brayden Campbell an email earlier this year asking for information and never received a reply. Crystal Retzlaff stated that

she would reach out to him to see if she could get an answer. All feel we should send emails out to the 2021 participants, but we need to create the list.

**TEXEL TIMES:** Theresa Crowley announced that she would like to get the information in BY 10/15 so she can release the Texel Times by the end of October/ November with the year-end wrap up in December

**NEW BUSINESS:**

**BUDGET:** Clayton Vickers sent out a detailed Budget Report and a Proposed Fees schedule for all members to review. Major points of discussion-

- Scanning charges for the Ohio and Missouri sales (\$450 for Ohio and \$970 for Missouri)
- Advertising in publications; The Banner is \$427/ yr; The Shepherd is \$688.50 / ASI is \$420/yr
- Membership rate increase – discussion tabled. Last resort and has to be approved at the National Meeting
- Annual Meeting Banquet – Have at a park? Charge for a ticket?
- Contract with website
- Yearly sponsorships; NAILE – AAJS – NAHSS
- Ask for Donations – build a box in the yearly membership letter for members to elect to donate to the youth programs

Each board member took one area from the budget to review to see if there were any expenses that could be cut.

**SPONSORS / DONORS:** In order to alleviate some of the overhead, it was discussed about enlisting sponsors / donors for awards and events.

Next meeting will be held November 14th – 7 p.m. EDT. Clayton Vickers will send the ZOOM notifications out to the board members.

Ronald Wilcox moved that we adjourn the meeting. Theresa Crowley Second the motion. All approved and motion passed. Crystal Retzlaff adjourned the meeting.