

TEXEL SHEEP BREEDERS SOCIETY

BOARD OF DIRECTORS MEETING

March 20, 2025

President Crystal Retzlaff called the meeting to order at 7:05 EDT

MEMBERS PRESENT: Crystal Retzlaff, Ron Wilcox, Clayton Vickers, Amy Slaydon, Riana Zeiher, Theresa Crowley, Olivia Halbur & Cinda Baird. Special guest, Teresa Ormseth from Shortgrass

SECRETARY'S REPORT:

Cinda Baird emailed the minutes from the last meeting to all Board Members to review. Theresa Crowley moved that we accept the minutes as read, Olivia Halbur second the motion. All approved the minutes and motion passed.

TREASURER'S REPORT:

Theresa Crowley emailed the treasurer's report to all Board Members to review.

All American Junior Show yearly sponsorship invoice was presented by Ron Wilcox. This will be paid out of the Junior fund.

\$5000 for youth account was a 1 time deposit to the youth account to pay yearly deposits. Future deposits will come from fundraisers.

\$420 still outstanding from 2024 Futurity

Ron Wilcox moved that we accept the report as read, Cinda Baird second the motion. All approved the reports and motion passed.

SHORTGRASS PRESENTATION:

Teresa Ormseth was invited to explain Shortgrass' role with our website and answer questions that our board has. Shortgrass did not build the public website, they only built the members area. It is not a normal WordPress format. It is a non-standard build. They can upgrade to WordPress but would need to figure how many hours it would take to give us a quote. They are now familiar with our site and would be easier to work through it.

We have found that our TSBS website is not coming up when interested members are searching for us. Google is now using our member searches and the google search engine is not indexing our website. We would also need to use SEO (search engine optimization) and keywords. SEO can give you statistics to see how people find our website and how they are using our website but we need to add keywords - Need to update our 'words' on our website so it is more content friendly.

Shortgrass is the IT role; manage the public website; maintain the members area; Google and the website issue; Email host; manage Domain.

We need to type Texels Sheep into address bar, not the google search. Need to educate our members.

Did ask who used the email address of admin@texelsusa.org – we think that that is the email address AR uses to retrieve data to process.

The membership renewal letter needs corrected. It is currently running to the timeframe 1/1 to 12/31. The bylaws is the membership 7/1 thru 6/30 the next year. Need to get dates changed and Teresa Ormseth and Cinda will work on this.

COMMITTEE REPORT: USDA CERTIFICATION:

The USDA Certification will no longer be pursued at this time. We will still work towards setting up tabs on our website and promote Direct sales of Texel meat; Direct sales of wool; Direct sales of breeding stock.

UNFINISHED BUSINESS:

REVISION TO ASI AD: Olivia Halbur reported that she was able to get the ad in before the deadline so it should be the next ASI magazine. Possibly go with a large ad once a year. Olivia Halbur will ask Kyle his opinion of an ad that has “Put some A\$\$ in your grass”

Texel Sheep Breeders Hall of Fame Award: Clayton talked to Nikki Fisher to let her know that she will be receiving the award at the the 2025 Banquet. She is very shocked and humbled to receive the award but will not be able to be there in person. She will be there via ZOOM. Ron Wilcox will work on getting the plaque.

Ohio Showcase Sale: Award Banners for Ohio– Riana Zeiher can get them again this year. 36 x 24 \$18 or 20x14 \$12 Cinda Baird said she will donate 2 of the Banners for the Ohio show. Cinda Baird moved that we order the award banners for not only the Ohio Showcase Show but also Sedalia, but not to exceed \$20 per banner. Ron Wilcox second the motion. All approved the purchase and motion passed

Will not be scanning for Loin eye at Ohio Showcase Sale.

Farm & Dairy Magazine ad For Ohio Showcase– will reach 23,000 viewers in Ohio, PA & WV. Could possibly draw more attention to the show & sale.

Texel Gear: Riana Ziehr stated that she will be setting up another pop up store before Sedalia to sell Texel gear again this year. This will be before Sedalia and can be set up to be delivered there.

AR reports; These are now only getting mailed, not emailed as in the past. Cinda Baird did ask if they could email them but still only receiving copies in the mail.

NEW BUSINESS

Largest Loin eye awards – Going with a Jacket for the Largest Loin eye. Riana Zeiher has collected the pricing – Soft Shell Jacket \$40 - \$50 embroidery - \$60 set up (first time). We will gather the information and then ship to the winners. Amy Slaydon moved to have the jacket as an award for the largest loin eye at Sedalia , Riana Zeiher second. After discussion, the vote was modified to include Ram & Ewe at Sedalia. All approved and motion passed.

CALL FOR BOARD MEMBERS: Amy Slaydon and Riana Zeiher terms are up this year for their position on the board. Amy Slaydon said she would be up for another term if elected. Riana Zeiher stated that she will not be able to hold another term. Cinda Baird will send out an email to all members with the announcement.

Next meeting will be held April 17th – 7 p.m. EDT.

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