

## WABA's Board of Directors' Meeting

January 20, 2022

### Members in attendance:

Teri Burrows-Harper, Julie Davis, Shelley Dodd, Jacqui Duran, Holli McElwee, David Shockey and Renae Stentz

**Meeting Called to Order:** President Jacqui Duran called the meeting to order at 8:03 PM. Teri-Burrows Harper seconded it.

**Meeting Minutes:** There was not a meeting in December, and therefore, no meeting minutes to approve.

**Treasurer's Report:** Renae Stentz provided the report of \$6,843.02 in checking and \$8,814.00 in savings. It was noted there were two checks outstanding for The Nile, including O'Hare. David Shockey will text this individual, and the second outstanding check Renae will ask Shane (Last Name?) on the other.

**National AAA Net Income:** \$56,000 Shelley Dodd will add the report to the WABA BOD site to include in the next meeting minutes. *(See attached)*

### NEW BUSINESS

**Board of Director Nominations:** David Shockey was nominated for President earlier in January.

This night of the meeting, Jacqui Duran was nominated for Vice President. Teri Burrows-Harper made a motion to accept and Shelley seconded it. All members were in favor.

For Secretary, Holli McElwee was nominated. Jacqui made a motion and Julie seconded it.

For Treasurer, Renae Stentz was nominated. Teri and Jacqui seconded it.

Facebook Content Posters: Teri, Shelley, Julie and Holli were assigned as to place content on the WABA Member Facebook Page.

**National Meeting:** Sherry is working on the office on how the DNA is sent in. Currently, the processing time is 6-weeks when it is sent in and 2-weeks at the office. The office is moving to Wyoming, either Cheyenne or Sheridan. Neil Effertz will be handling the phones.

Members have reported issues with registering cattle and complexities with the website. There is a new AAA website coming soon. Rick Dodd may be able to provide a timeline as to when the site will launch and updates on making the office more functional.

**Teri's Items:** We do not have very many state members. Consider creating a tag number and have breeders or nice cows with pictures. This may be a way to set ourselves apart.

State Representatives: Are there currently state representatives? Let's have them be the bridge between the Board and WABA Members.

Teri thinks we should bring something new to the table, such as a hashtag for organic search purposes. In addition, she recommends sponsoring a member and include the message on Facebook. We could consider a paid entry fee as well.

It was discussed adding a job description/details with the duties of a state representative to the WABA website.

**Julie's Items:** We would have people sign-up as state representatives; however, the follow through was challenging. Often times, after signing-up, the individuals would not respond. Julie tried multiple communication channels, including sending emails, texting, and calls, but it was difficult to motivate. Teri asked Julie for a list of those people who participated in the past and plans to reach out to them to see if they would like to participate again and/or know of new interested individuals.

**Additional New Business (Applies to David and Teri):** Shelby from The Nile reached out to Teri about a show February 16<sup>th</sup> and 17<sup>th</sup>. She asked for representation from WABA. Teri asked David if he may want to bring a bull. David suggested have a booth presence. Teri said she would go to the show and set-up/run the booth. David mentioned it was 2010 the last time he was at this show. It appears there is no longer a charge to have bulls on display, and the booth cost is estimated at \$50.00.

Teri's goal is to have 100 people interested in the breed, as a result of outreach efforts. David has extra brochures. Julie has directories. Renae and David also have a box each of directories. David has a pamphlet/display with carcass information. He also may have a WABA sign.

**Additional New Business:** Create a Facebook post reminding members to pay their dues and waiving the late fee through April. Teri made a motion to waive the late fee and Shelley seconded it. It was agreed upon members could sign-up between now and April 15<sup>th</sup>, 2022, without any excess late penalty.

The Board discussed calling past members, creating a Facebook post and emailing past members.

The question was asked whether new members receive a welcome packet. It appears that fell

of the action list when the BOD changed over two years ago. Shelley will find the packet/letter and post to Facebook. The letter is primarily an acknowledgment of membership.

Teri asked if we could create a decal, pens, or stickers to send in the welcome packets as giveaways. She will research promo items and bring to the February WABA BOD Meeting. Teri will also talk to her friend with the printer for ear tags.

**Old Business:** None.

**Meeting Adjourned:** Holli made a motion to end the meeting and Teri seconded it. The meeting concluded at 9:07 PM. The next WABA BOD Meeting will be Tuesday, February 8<sup>th</sup>, 2022.