

TEXEL SHEEP BREEDERS
BOARD OF DIRECTORS MEETING
JULY 6, 2011

President Bret Taylor called the meeting to order at 7:05 pm, cdt

Board Members Present: Bret Taylor, Walt Stubbs, Bill Woods, Niki Fisher, Charlie Wray, Ron Erdman. David Green was not present.

New Board Members Present: Fred Hemmerly. Kerry Richardson was not present.

TREASURER'S REPORT

Bill had not emailed a report to the Board members. A copy of the Treasurer's report had been read and accepted at the Annual Meeting held June 20, 2011.

SECRETARY'S REPORT

Niki had emailed all Board members a copy of the May 10, 2011 minutes. There is one correction noticed and that had to do with a proposed advertisement opportunity with WESTERN FARM & RANCH magazine. There was a misunderstanding about the costs involved.

Charlie made a motion to accept the Secretary's Report with the above correction. Ron seconded the motion. The motion was approved with above changes.

NEW BUSINESS

Results of Election: Niki moved to accept the following people as new Board members: Kerry Richardson, Fred Hemmerly and Niki Fisher. Bill seconded the motion. The new Board members were accepted.

Election of Officers

President: Charlie nominated Bret Taylor to fill the President position. Niki seconded the motion. There were no other nominations. The ayes have it. Bret Taylor will serve as President for the upcoming year.

Vice President A nomination from Niki to have Charlie Wray as Vice President was made. Fred seconded the motion. There were no other nominations presented. Charlie was elected Vice President.

Treasurer: Bill Woods was nominated by Charlie to continue as Treasurer for another year. Niki seconded the motion. No other nominated were voiced. Bill will continue as Treasurer.

Secretary: Charlie nominated and Bill seconded a motion to elect Niki Fisher as Secretary. As no other nominations were made, Niki will continue as Secretary.

Web Liaison: As Walt Stubbs is going off the Board, a new person is needed to fill his job as web liaison. This person forwards information to Carol Wise the web-master for the TSBS. He also updates the membership list once a month as needed.

Bret will speak with Kerry to see if he would be willing to take on this position. If not, Niki will do it.

Advertising: It is time to renew the listing for the TSBS in the SHEEP INDUSTRY NEWS. The cost is \$288.00 for this next year. Fred moved to continue this advertisement. Niki seconded the motion. The ad will continue for this next year.

Future Ads: Walt is putting together ads for the August issue of SHEPHERD and the Sept/Oct issue of *sheep!*

Fred would like to see a 'Thank You' ad put together in appreciation of all who participated in the bidding and buying at the National Sale. A photo of the Grand Champion ram and ewe could also be included. Charlie moved that Walt incorporates this into an ad and gets back with the Board as to the size need to accomplish this, and the cost. Fred seconded the motion. The motion passes.

Charlie would like to see a breakdown of which ads were run when and how much these cost. This would make it easier to

project advertising costs for the up-coming year. Walt will get this information together and email it to the Board.

Future Co-op Ads: Niki suggested running co-op ads twice a year, once in the spring before the National Show; and, once in the fall just before most people put the rams out with their ewes-no later than September 1st.

Walt could get a co-op ad out this fall. The cost would be \$100.00 for 2 ads. One in the SHEPHERD and one in the *sheep!* Magazines. There would be a July 25, 2011 deadline for members to have their information and money sent to Bill Woods. The number of participants would decide the size of the ad that would be run. Should there be monies left over, they would be put in the TSBS advertising fund to be used for future TSBS advertisement.

Fred moved to have Niki send out an invitation to the TSBS membership letting them know that another co-op ad is being planned.

Charlie seconded this motion and the ayes have it.

National Sale Suggestions

Have a special edition of the TEXEL TIMES prepared that could be set by the TSBS display. This way, people could pick up a copy and have something to look at while they were touring the barns. It would be good to have not only articles, but also photos of Texel sheep.

Lacquer Pens

If the pens at the National Sale were lacquered before the sheep were put in, they would stay cleaner through sale day as the rust rubs off on the newly washed sheep making brown smears all down their sides.

Charlie moved that the TSBS purchase a can of lacquer to be used at the National Show.

Niki seconded the motion. Motion passed.

Buyer Concerns/Comments

Lilly LeVeque, a Texel breeder from Montana, had spoken with Niki after the National Sale and had a couple of comments that she felt would help those who could not attend in person and had to rely on what is posted on the TSBS website to help them choose an animal to purchase. She was wondering if it would be possible to have the sale animals' pedigrees posted along with the photos. Some of the animals listed in the sale catalog only had "information on sale day" listed. If, closer to sale day, the pedigrees could be on the website, that would help buyers choose more than one animal to bid on.

Lilly also said that there had been a time lapse during the online bidding process so that the animal pictured, was not the one being bid on. She was wondering if there was a way that the lot numbers could somehow be attached to the sides of the animals so that there would be no doubt as to the identity of the animal in the sale ring.

National Show Contact Information

Have all the contact information for the National Sale on the TSBS website. This would include the www.DVauction.com listing, Larry Mead's contact information, and the contact information for those who are taking animals there to be sold, including cell numbers if possible. By doing this, potential buyers would not have to be scrambling at the last minute trying to figure out how to bid on an animal.

Meeting agendas to membership

Niki suggested that it might be worthwhile to post the agenda for any upcoming meetings on the TSBS website and to email it to those on the directory that have email addresses. This way, everyone would have the chance to know what is to be discussed and could send in their ideas or comments on those subjects. This sounded like a good idea, so Niki will try to get this sent out before any future meetings.

Photo Contest

A suggestion was made to have a monthly photo contest where any TSBS member could submit photos and then a ballot

could be sent out for the membership to vote for that months winner. It would be stipulated that any photos sent in would become the property of the TSBS and used in any manner the Board of Directors chose to promote the Texel breed.

The winner would then have his/her photos and flock information highlighted on a page of the TSBS website for the next month.

Right now there is a photo page on the TSBS website. Could this be used for the contest or would we need to purchase another page? Can there be a member's only place for the voting to be done online rather than to have ballots sent out? Niki will contact Carol Wise, the web-master, and see if this can be done without having to make a separate page.

Can photos be added to the Membership Directory to help catch the attention of those looking for a breeder near them?

Web-master

Right now the TSBS pays \$580.00 per year for the current website. It seems that the current webmaster balks at doing some of the additions/changes that we would like, example: Updating the Membership Directory once a month. The discussion was that perhaps we should start looking around at other sites to see if there would be one that is reasonably priced and would be able to make changes when we asked for them to be done.

The next meeting will be August 16, 2011 at 7 pm, cdt

As there is no further discussion, Niki made a motion to adjourn the meeting. Bill seconded the motion. Meeting adjourned at 8:40 pm, cdt

Respectfully submitted by,
Niki Fisher
TSBS Secretary