

Texel Sheep Breeders Society
Telephone Conference Board meeting
1-7-15

Call to order: 6:36 Central time

Roll Call: Charlie Wray, Leslie Roden, Judy St. Leger, Rachael Gately, Brent's water lines are frozen, he will not be attending. Don Heller and Jay Schwirian joined the meeting at 7:00PM.

Treasurer's Report: Motion to accept Judy, Rachael seconds. Motion carried with unanimous vote.

Secretary's Report: Table for next meeting.

OLD BUSINESS:

PayPal: Still in the same position. Don is having PayPal send the paper copy of all transactions to him.

Sedalia: Don is handling the speaker. He spoke with Reid Redden and Reid indicated that either he or another NSIP Board member would be at our banquet to speak to us. Table for next meeting. Best Western has been called. We have 10 rooms and the conference room for meeting on the 22nd. Rate is 119.99 with the block which is the same as we contracted for last year. Leslie will draft a letter on the letterhead and email it to our membership.

Dr. Leymaster Appreciation: Table for when Brent is present

NEW BUSINESS:

Membership Renewal: Charlie will have the registrar resend reminders to people who have not renewed.

Co-op ad for Spring Issues of Shepherd and Sheep Magazines: Don will take care of getting the ball rolling on the Co-op ad.

Other Advertising: How do we expand our sales to buys outside the show producer market. We need to send a letter and/or email telling people that they have the opportunity to participate. "Country Folks" and "Lancaster Farmer" are other advertising options. Another suggestion is the ASI Journal. Our most common market is the commercial breeder looking for a terminal sire. Judy will research to see who commonly reads these magazines and what the distribution is. Charlie readdressed the chef market. Judy suggested writing an article to incorporate in chef periodicals. Showing pictures of sheep on a plate. Don and Jay joined us at 7:00. A suggestion was made to reevaluate how we are spending our advertising dollars. Countryside Publication and Sheep Magazine have other publications that may be beneficial. Banner focuses on show population.

Free advertising for non-members for “looking for” adds: Motion made to “forward all inquiries for non-member “sheep wanted” requests to the Secretary who will forward the request to the entire membership. The second part of the motion is that on the for sale page, we will note that non-members may email Don and indicate what they are looking for. We will add a “pop up application” on the for sale page so non-members can contact Don from that page. The tab will include a request for the person’s name, what they are looking for, and where they are located. This information will be forwarded directly to Don. The tab will note: “Are you a non-member who is looking for Texels?”
Motion passed unanimously.

Photos: The Board is open for new pictures to freshen up the advertising.

Purpose of TSBS: Brief discussion by Charlie.

Show Page: Leslie made the motion and Don seconded that Amanda put up a show page. Motion passed with a unanimous vote.

Elections: Ballots must be sent out by May 22nd. 4 directorships open for election. Judy was appointed to Patrea’s seat. Charlie is going off the board. Don ending 1st 3 year term.

Next meeting: April 8th Wednesday 6:30 PM Central time.

Motion to adjourn by Don, Seconded by Judy.

Meeting adjourned at 7:40