

TEXEL SHEEP BREEDERS
BOARD OF DIRECTORS MEETING
OCTOBER 24, 2019

Tonight's meeting was called to order at 7:05 pm, edt, by President Brady Campbell.

MEMBERS PRESENT: Brady Campbell, Walter Threfall, Niki Fisher, Don Heller, Austin Brown and Ron Wilcox. James Oller was absent.

SECRETARY'S REPORT

Niki had emailed everyone the minutes from the last meeting and all had read them. There were no corrections noted. Ron moved to accept the Secretary's Report as submitted and Austin seconded the motion. Secretary's Report accepted.

TREASURER'S REPORT

Austin had also emailed his report to the Board and it was very straightforward. As there was no discussion concerning the Treasurer's Report, Niki moved to accept the report as submitted and Ron seconded the motion. The Treasurer's Report is accepted.

OLD BUSINESS

Advertisement Dollars

After doing some research as to the best way to spend the allocated funds for advertising, Austin suggests that using Craig's List and Facebook advertising (which are both free) should be added to the list. These 2 have the potential to reach more small flock owners.

He has spoken with Blair Steele and for \$40.00 per ad, she can use photoshop to make the ad photos more eye-catching. These could be used in any publication, for example in Ohio, Pennsylvania and Indiana to highlight the Regional Texel Show and Sale.

Keep our current ads in THE SHEPHERD. Austin and Brady will touch base with ASI and see what would be the best use of advertising dollars in that publication. Austin also reports that there is a new publication coming out called RINGSIDE MAGAZINE and thinks it may also be a good resource for Texel ads. He will contact Emily Adcock, the publisher, and report back.

Currently the advertising budget is \$5300.00 for each fiscal year. Austin asks if this could be increased to \$6000.00. This would be approximately 50% of the TSBS yearly income.

Don asked if it would be prudent to break down the yearly registrations by regions or states to see if our current advertising is reaching the most breeders.

Walt says that we could be more specific and only advertise in the parts of the country that currently have Texel sheep.

Brady states that right now, most of our advertising is in National Publications and are available to anyone.

Brady moves to raise the TSBS annual advertising to \$6000.00. Walt seconded the motion. The new advertising budget is approved.

Austin will create a spreadsheet that lets everyone know where the dollars will be going and report back at the next meeting.

Ram Certification

This will be tabled until sometime in the future.

Member Poll

Brady and Austin are still working on this.

American Junior Show

Ron had contacted those in charge of the American Junior Show and the Texel breed has been invited to attend. The cost for entering, as an association, ranges between \$750 and \$850.00. Ron states that some breed organizations have members sponsor each class at \$50.00 per class and there are 14-16 classes per breed.

The question was raised that if the TSBS couldn't get enough breeders to sponsor the classes, if the costs could be taken out of the general fund. This will be addressed as needed.

Ron made a motion to have our Junior Showmen take part in the American Junior Show. Brady seconded the motion. Motion carries.

Ron will be the head of this and will report back with any additional information.

NEW BUSINESS

2020 National Show Judges

Austin has been in contact with Millie, from the MidWest Sale, and these potential judges were discussed.

TEXEL TIMES

Niki has spoken with Victoria Moxley, from Washington about taking on the job as TEXEL TIMES editor. While she personally does not have Texel sheep, Victoria has been around them and has some hands-on experience with them.

After some discussion, if Victoria is still interested in doing this, a January 2020 deadline will be in place for the first issue to go out to the membership. This will be a trial run for her to see if she would like to continue being the editor.

Don moved to ask Victoria if she is still willing to edit the TEXEL TIMES. Brady seconded the motion. Motion passed. Niki will be in contact with Victoria about this.

Futurity Work

Walt and Austin would really like some help with the Futurity Program. Niki suggested contacting TSBS members Rick and Cathy Martin from Oregon to see if they would be interested in helping with this. Brady will contact them and if they agree, Niki will let those who had purchased Futurity ewes and remind them to turn their show data into the Martins.

OPEN DISCUSSION

Web page

Include the Indiana State Fair on the Shows and Sales webpage.

Have the Shows and Sales entered separately and also the NSIP sale. James will be contacted and the information from these will be put up on the TSBS website.

Next meeting

With Thanksgiving and Christmas coming up, our next meeting will be December 19, 2019.

Adjourn

Walt moved to adjourn the meeting and Brady seconded the motion. The meeting was adjourned at 8:02 pm, edt.

Respectfully Submitted By,
Niki Fisher
TSBS Secretary