



October 17, 2020 APA Annual Membership Meeting Minutes

(Unapproved)

Began: 6:10 pm CST

Ended: 7:26 pm CST

- Attending:
 - David Harvey
 - Mike Foshee
 - Stacey Ferguson
 - Kaitlin Sadler
 - Lisa Wamsley
 - Barb Schmooch
 - Gerald Wiest
- Call to Order by David Harvey, President
- President's Message:
 - Given by David Harvey, President
 - ***The below message has been paraphrased:***
 - The future for the APA is looking bright. We have been making changes over the past year or so that has improved things; such as the changes to the website, updating the bylaws, an official logo, issuing incentives, etc. Compared to January/February, the finances have improved and we have been seeing new members and interest in the APA and Pinzgauer breed. We plan to put more importance on gaining new members and encouraging membership to be more active and engaged; a goal was put in place to increase membership by 20% by next year. I also encourage the Directors to be more active and talk to members in their region. I encourage the Directors and membership to go out and promote the APA and the Pinzgauer breed. We have been developing a vision statement to give us a better focus of the APA. Bob Bartholomew helped us switch the registry to International Livestock Registries in Butler, Missouri that is saving us a tremendous amount of money. Please go out and promote the APA and Pinzgauer breed.
- Secretary's Report:

- Given by Stacey Ferguson, Secretary (2019-2020)
 - The report from the 2019 Annual Membership Meeting on Saturday, November 16, 2019 was read
 - Motion to accept Secretary's Report as read made by Barb Schmoock
 - 2nd by Mike Foshee
 - All in favor, motion passed
- Treasurer's Report:
 - Given by David Harvey, Treasurer (2019-2020)
 - **Report for September 3, 2020-October 17, 2020**
 - *Checking Account: \$1,782.28*
 - October 8, 2020: Deposit of \$500 from Savings Account to pay an invoice from Neogen (January-March invoice)
 - September 16, 2020: Check was issued to Cheyenne Hooks Denney in the amount of \$193.82 to reimburse for cost of sending Membership Letters
 - October 8, 2020: Check was issued to Neogen to cover the cost of the invoice. Check was in the amount of \$1,705.60
 - \$1.00 was transferred from the Checking Account to the Scholarship Account keep the account active (has to be done every 6 months)
 - *Savings Account: \$12,856.20*
 - *September 3, 2020: A deposit of \$0.53 was made for the interest accrued on the account*
 - *Scholarship Account: \$3,128.49*
 - October 8, 2020: A deposit of \$1.00 from the Checking Account was made to keep the account active (has to be done every 6 months)
 - **Current Balance of Accounts:**
 - **Checking Account: \$382.86**
 - **Savings Account: \$12,356.73**
 - **Scholarship Account: \$3,129.49**
 - Motion to accept the Treasurer's Report as given by David Harvey made by Mike Foshee
 - 2nd by Barb Schmoock
 - All in favor, motion passes
- Committee Reports:
 - Youth:
 - Given by Stacey Ferguson
 - We currently have 10 youth members
 - A Youth Package is being developed
 - Working with 4-H and FFA to promote the Pinzgauer breed
 - Have had some positive feedback inn Texas and Missouri
 - Discussion by David Harvey and Barb Schmoock: **APA Youth Lease Program**
 - Instead of having the animal being in the youth's name on the registration papers, a lease is drawn up for the use of the animal to be shown in place of being listed on registration papers
 - The youth is responsible to the care and showing of animal
 - So far, the World Beef Expo agreed to honor the Lease, no other Show Boards have been contacted thus far

- Has not been added to the website, changes need to be made on the document before it can be added
 - Motion to accept report as given made by Stacey Ferguson
 - 2nd by Mike Foshee
 - All in favor, motion passes
- Scholarship: **No Report to be Given**
- Finance:
 - Given by David Harvey
 - No new meetings since the previous Board of Directors meeting
 - Nothing more than the Treasurer's Report has been done
 - Motion to accept report as given made by Mike Foshee
 - 2nd by Stacey Ferguson
 - All in favor, motion passes
- Grievance: **No Report to be Given**
- Import/Export: **No Report to be Given**
- National Show/Sale & Exhibition: **No Report to be Given**
- Performance: **No Report to be Given**
- Promotion:
 - Given by Stacey Ferguson
 - 50% off Registrations/Transfers Incentive
 - Looking at new incentives for 2021
 - Encourage members to follow other cattle groups on Facebook that ask for pictures to help promote Pinzgauers
 - Reach out to local newspapers also
 - Motion to accept report as given made by Barb Schmoock
 - 2nd by Mike Foshee
 - All in favor, motion passes
- Rules/Bylaws: **No Report to be Given**
- National Open & Junior Show Rules:
 - Given by Barb Schmoock
 - Rules were updated in 2019
 - There have been no issues or proposed changes
 - Motion to accept report as given made by Mike Foshee
 - 2nd by Stacey Ferguson
 - All in favor, motion passes
- Journal/Website:
 - Given by Stacey Ferguson
 - Cheyenne and I have been working a newsletter to start going out to the APA Membership - will go out 4 times/year and will be put on the website
 - Quotes have been received from various journals on a full color journal to go out 1 time/year; this will be similar to what EDJE did for us in the past
 - Advertising will be offered and packages will be offered
 - Breeder Directory will be in it
 - Promotion tool for the year
 - The company that we are really interested in has other benefits besides having a yearly journal: online semen sales, online cattle auction, discounted printing of journal
 - Please send quality pictures of Pinzgauer cattle

- Things are being added daily on the website
 - Created a pop-up so that when you first go to the website a pop-up comes up and asks anyone interested to give your name and email and it is sent to us so we can provide them with more information on Pinzgauer cattle
 - 5 people have contacted us so far
 - Photos, flyers, and a brief description of the breed is sent to them
 - 2 people have been interested in buying cattle
 - Stacey asks for anyone wishing to sell cattle to let her know that haven't already been posted on the Classified Section on the website
- Discussion:
 - David takes credit for the interest in Pinzgauers by the people in Virginia and Alabama as he has been in contact with them
 - David has also spent hours looking over the changes that needed to be made to the website
 - Stacey implemented the changes
 - Lisa wanted to encourage everyone to make sure to return phone calls or emails from people interested in buying Pinzgauers, even if you do not currently have anything for sale
 - Stacey strongly agrees
 - David strongly agrees as well, wants everyone to be more proactive
 - Stacey asks that anyone who sells cattle to a new Pinzgauer buyer, to stress that the Complimentary Membership is only good for the calendar year (January 1 – December 31)
 - Works for adult and junior memberships
 - Work with them on the process of what they have to do to renew memberships once their Complimentary Membership expires
 - Also, Barb stresses that they need to understand that the Complimentary Membership is a 1-time free membership
 - Motion to accept report as given made by Stacey Ferguson
 - 2nd by Barb Schmoock
 - All in favor, motion passes
- Awards: **No Report to be Given**
- Nominating: **No Report to be Given**
- Membership/Registration:
 - Given by Mike Foshee
 - If anyone has any idea's, please call and we will work on implementing ideas
 - David's goal of 20% increase in membership is easily doable, and we hope to increase by more than 20%
 - We have many ideas on the table, but we are still working on getting those ideas implemented
 - Discussion:
 - 18 total Complimentary Memberships have been given so far
 - 16 Adult Complimentary Memberships

- 2 Junior Complimentary Memberships
 - Stacey, Bruce, and Cheyenne have been working on a certificate to be added in the New Member Packet
 - Mike and Stacey have been talking about making a 2021 Promotional and Marketing Membership Packet
 - David wants a list of new members as we receive them to be sent to Mike
 - Then David would like Mike to contact the Directors in that region to reach out to the new members
 - Stacey and Cheyenne have been working on New Member and Complimentary Member letters as soon as we get members
 - Lisa encourages Mike to work on membership retention within his committee
 - Stacey adds that there are programs in work to reach out to previous APA members to check in with them, see why they might have left, and invite them back into the APA
 - Motion to accept report as given made by Mike Foshee
 - 2nd by Stacey Ferguson
 - All in favor, motion passes
- Old Business: **No Old Business to Discuss**
- New Business: **No New Business to Discuss**
- Adjourn:
 - Motion to adjourn the meeting made by Barb Schmoock
 - 2nd by Mike Foshee
 - All in favor, meeting adjourned at 7:26 pm CST