

Columbia Sheep Breeders Association Board of Directors Meeting

Tuesday, January 28, 2020, 7:00 p.m. -- Conference Call

1. **Call to Order** – The conference call meeting of the CSBA Board of Directors was called to order by President, Craig Pitt at 7:05 p.m. CST.
2. **Roll Call** -- (5 members constitute a quorum.)
Present: Rolland Aschim, David Brown, Raina Blackman, Janelle Cornett, Margaret Eller, Mike Geerts, Steve Hampson, Ryan Hendricks, Tom Hendricks, Sara Hildebrandt, Craig Pitt.
Ex officio: Charlie Worm
Absent: Lynn Frey
3. **Secretary's Report** – Sara Hildebrandt moved to approve the Oct. 1, 2019, Board meeting as printed. The motion was seconded and approved. The Oct. 1, 2019, Board minutes are available on the CSBA website and in the Board Dropbox.
4. **Financial Report** – as of 12/31/2019

All American Income	\$11,209.50
CSBA	\$714.51
Total Assets	\$126,701.25
Total Liabilities	\$16,649.76
Net Worth	\$110,051.49

Sara Hildebrandt moved to accept the financial report subject to audit. The motion was seconded and passed. All financial reports are available on the CSBA website and in the Board Dropbox.
5. **Additions to the Agenda**
 - A. All American Registry Contract
 - B. CSBA Secretary's Contract
 - C. Banner Contract
6. **Committee Reports**
 - A. **Approval of 2019-20 Standing Committee Reports and Budgets**
 - 1) **NSS**: Craig Pitt-chair
 - a) The sale order and show order will return to the same order as 2018.
 - b) Steve Hampson moved to accept the 2020 proposed NSS rules with a word change on page 2, NSS rules, point #6. *“Entries will be submitted on-line using the fill-able form available on the CSBA website. The entry fee for rams is \$30.00 per head and \$25.00 per head for ewes when consigned using the on-line form. Entry fees will be \$35.00 per ram and \$30.00 ewe, if entries are submitted by any other means. The same wording change will apply to procedure #27, page 5, #1-4 and #8. The motion was seconded and passed unanimously. The 2020 rules are on the CSBA website.*

2) **Commercial & Production:** Margaret Eller-chair

Margaret presented the Commercial and Production Report. Margaret Eller moved to accept the report which included the 2020 goals for the committee. The motion was seconded and the committee report was adopted. See attached report.

3) **Youth Committee:** Janelle Cornett-chair

- a) The National Junior judge has not been confirmed, to date.
- b) Junior outing - Site for the outing, which features miniature golf, is usually closed in June, but trying to get it open for one evening for the Jr Outing. If site not available the juniors will have a scavenger hunt.
- c) The Junior Association is still looking for a raffle ewe lamb.
- d) The Youth Committee will meet within the next month.
Janelle moved to accept the Youth report. The committee report was seconded and adopted.

4) **Promotion & Membership:** Charles Worm reported.

- a) The committee presented a 18 point goals list for 2020. See attached.
- b) The committee recommends the Breeder website ads be sold for \$100 per year instead of \$200 per year.
- c) The committee introduced a Vendor Contract which provides a link for a business website to the CSBA website. The fee is \$100 for a one year contract.
- d) The committee recommends the the CSBA logo file be sold for a one time user fee for \$250.

David Brown moved to accept the report. It was seconded and adopted. See attached report.

5) **Budget & Audit:** Mike Geerts-chair

Mike Geerts moved to continue to support the futurity program by adding a 10% bonus to the Futurity pay scale, if the lamb is purchased at the NSS. The committee recommendation was seconded and passed.

B) **Natural Colored Special Committee Report:** Ryan Hendricks-chair.

- 1) Ryan presented the following guidelines for the registration of Natural Colored Columbias and inclusion into CSBA events.
 - a) Parents must be Registered Columbia sheep.
 - b) Must be 50% colored other than white to qualify as NC.
 - c) NSS will add the same classes as in the open show for NC.
 - d) NC will show on Thursday after production sheep.
 - e) NC will sell at the end of the National Columbia Show and Sale.
 - f) There will be a NC Champion but not be eligible for National Champion.Ryan moved to accept the report. It was seconded and adopted

7. **Unfinished Business:** no business was Laid on the Table or Postponed to this meeting.

8. **New Business**

A. **All American Registry and Executive Secretary's Contract**

Margaret Eller moved to accept both contracts. The motion was seconded and passed. See attached.

B. **Banner Publications Contract**

No action was taken on the Banner contract. A meeting between Greg Deakin the Executive Committee will be set up for Feb. 5, on-line at 7 pm CST.

The proposed contract discussion will be split into three parts:

1. Photographer for NSS
2. Website
3. SOC

This action was accepted with unanimous consent of the board.

C. **Ohio Showcase Sale for futurity sales. (Replaces the Big Ohio Sale.)**

Margaret Eller moved to accept futurity nominations from the Ohio Showcase Sale. The motion was seconded and passed.

9. **Adjourn:** There was no further business and the meeting called adjourned by President Pitt.

CSBA Promotion and Membership Committee Meeting--January 22, 2020

The CSBA Promotion and Membership Committee held their meeting on January 22, 2020. In attendance were Raina Blackman, Steve Hampson, Sara Hildebrandt, Charles Worm and Louise Worm

Chairperson, Sara Hildebrandt called the meeting to order. One item was on the agenda; to review the 2019-2020 Goals. The goals are listed below.

1. Include a "Classified Ads" menu tab on the CSBA web page for CSBA members. Charge of \$10.00/mo. Products sold may include Registered Columbia breeding sheep and Columbia wool fleeces.
2. To include two Director-written articles in each Speaking of Columbias magazine. We will have a sign-up. A director will write one article per two year term. We are hoping this will increase region diversity awareness for our members. The focus of the articles should feature news and information about members and/or Columbia events in the Director's Time Zone.
3. Add a menu tab for "Production and Commercial Columbia" interests on the CSBA website.
4. Use digital enhancement to add the year, names, etc... to NSS photos if needed.
5. Coordinate with the Commercial and Production Committee to include facts related to sheep production in each issue of the SOC.

6. Set up a "Youth Spotlight" on all media formats, website, Facebook, SOC magazine. Coordinate with the Youth Committee.
7. Solicit volunteer(s) to take photos at the NSS and NAILE so that timely photos can be posted on Facebook. Photos will promote all participants in addition to reporting results.
8. Encourage CSBA members to share photos on the FB page and/or for use on the web page and SOC. Photo Contest to be held on FB page with the most "likes" as the winner. Raina will develop a plan for a photo contest.
9. Assist with the Awards Banquet on Friday evening of NSS week. The entire committee will help with set up.
10. Assist the host committee in setting up a photo backdrop at the NSS, if needed.
11. Create a CSBA website link with other Columbia sheep organizations such as the Montana, Ohio and Upper Midwest Columbia Sheep Breeders. This may include educational sites related to sheep.
12. Promote the sale of breeder advertising on the front page of the CSBA website. Sell advertising at the banquet for \$100.
13. Create an annual contract for businesses wanting to link the CSBA website "Shop" with their business website for product sales related to Columbia sheep. Contract attached.
14. Expand distribution of the SOC by providing additional copies of the SOC to members of the Board of Directors, hosts of Columbia sheep events and the Ambassador to distribute at fairs, sales, sheep events, organizational meetings, and so on.
15. Promote the video production competition open to senior and junior members. Prize money donated by David Kloostra on honor of Yogi and Ruth Braet.
16. Evaluate retention of graduate Junior Association members into the Senior organization. CSBA pays for 1st year membership (\$20) up to \$200 or 10 members total.
17. Promote greater awareness for Columbia wool with a Dress a Columbia Event (or similar event) at the NSS.

The committee requests a budget of 2019-2020 Promotion and Membership Budget - \$2,500.00.

- \$ 600.00 for six table top pop up display boards.
- \$ 1,250.00 for CSBA advertising in Banner Publications.
- \$ 120.00 for T-shirts for photography contest.
- \$ 30.00 NSS Banquet table covering
- \$ 500.00 for additional pamphlets and posters for promotion (if needed.)

The committee accepted the goals list by unanimous consent.

The meeting was declared adjourned by the chair.

Respectfully submitted,
Sara Hildebrandt

Columbia Sheep Breeders Association Agreement for Vendor Website Link

- 1. The CSBA will provide a vendor website link for an annual fee of \$100.00.**
 - a. The fee will cover a one year web link from the date the link is uploaded on www.columbiasheep.org, to the same date one year later.
 - i) The link will be featured under the menu tab, "Shop."
 - b. The vendor shall handle product sales and/or services related to Columbia sheep and sheep related interests.
 - c. The CSBA Board of Directors will approve website vendor, link requests.

2. **The Linked Business Will Handle All Product Transactions and Managerial Decisions**
 - a. The business will assume all responsibility for the business-to-customer relationship. This includes, but not limited to, product sales, design, inventory, advertising and promotion, product distribution and delivery, product quality, customer satisfaction, customer communication and product quality.
 - b. The CSBA will assume no risk for product inventory.
 - c. The CSBA will provide access to Facebook advertising through "tagging" between the business and CSBA and/or advertising notices provided by the vendor to the FB manager.

 3. **The CSBA logo is an assumed trademark of the Columbia Sheep Breeders Association.**
 - a. The CSBA Columbia ram head graphic is available for a one-time user fee of \$250.00.
 - b. The CSBA will provide a jpg, pdf and/or ai file.
 - c. The CSBA log file shall not resold or distributed by the purchasing agent/vendor to another agent/vendor.
 - d. The CSBA logo file shall not be subcontracted to another agency/vendor for similar production of goods.

 4. **This agreement, parts 1, 2, 3, does not constitute the same agreement for vendors that physically sell or advertise product at the NSS.**
 - a. Any and/or all product sales and/or advertising by a business vendor shall be established between the vendor and the National Columbia Show and Sale host committee or individual(s).
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**January, 2020
Commercial Production Committee Report**

Members: Raina Blackman
David Brown
Doug Hitch
Margaret Eller, Chairperson

Via email and personal conversations, ongoing since October, 2019, Commercial Production Committee members are addressing the committee's three goals established for 2019-2020.

Goal 1. Wanting to add new members and sheep to the Columbia Association and hoping to regain the production-oriented breeders that used to support the breed, committee members have agreed on the following statement as a practical and inclusive meaning for the term, *Production Sheep*:

In keeping with the original, dual-purposes of the Columbia breed, *Production Sheep* are selected for profitable production of lamb and wool. Production ewes should have superior mothering ability, should wean more pounds of lamb than

commercial lamb industry averages, and should shear heavier fleeces than commercial wool industry averages. Columbia lambs and Columbia fleeces should serve as high benchmarks in the commercial sheep industry.

Commercial Production Committee members ask that CSBA Columbia breed promotions encourage those factors that a) Increase net income from lamb production and b) Increase net income from wool production—factors such as selection for higher twinning and shearing rates.

Goal 2. Having been recommended by Mary Langhous years ago, members of the Commercial Production Committee are working to create a presentation/video about wool to be:

- Based on Columbia Breed Standards of Excellence and Scorecard
- Explanatory of wool and fleece-related terms
- Informational for CSBA's website

This has proven to be a colossal project, and much work remains to be done. Committee members are, however, making daily progress. The project currently is taking shape as a PowerPoint presentation. At this time, we are focused on refining informational content, taking photographs, filming video clips, writing narrative, and sequencing and formatting slides. All committee members are reviewing each informational segment. All committee members will be asked to review the narrative and slides after they have been written, formatted, edited, and revised by the principle worker bees. We have arranged for the presentation to be reviewed by at least one Extension Sheep Specialist. If the planets align and the creeks don't rise, we hope to be done before NSS 2020. Whether its final form will be a traditional click-to-advance PowerPoint, an auto-timed PowerPoint, or a video is yet to be decided.

Goal 3. To date, Commercial Production Committee members have done the following to increase media coverage about commercial production issues:

- Provided concise, production-related, nuggets of information that are being published in The Banner and Speaking of Columbias (SOC)
- Written and submitted production-related features for publication in SOC, with tentative plans for additional features.
- Sought and received permission to provide production-related content for the CSBA website. Committee members have agreed that any content should be vetted and pre-approved by all Commercial Production Committee members prior to submission.

It should be noted that the wool presentation has consumed all of our available oxygen, putting the website content on the back burner temporarily.

Respectfully submitted by Margaret Eller, Commercial Production Committee chairperson on 1/16/2020