

Columbia Sheep Breeders Association Board Meeting
Tuesday, Oct. 6, 2020, 8:00 pm EDT, Zoom Meeting

1. Call to Order

Board Chair, Steve Hampson, called the CSBA Board meeting to order at 8:02 pm, EDT. The meeting was conducted on Zoom.

2. Roll Call -- (5 members constitute a quorum.)

Members Present: Raina Blackman, Holly Courtney, Margaret Eller, Mike Geerts, Steve Hampson, Ryan Hendricks, Sara Hildebrandt, Mike Moenter, Craig Pitt, Laura Troxel.

Absent: Janelle Cornett, Tom Hendricks

3. Secretary's Report

The July 14, 2020, CSBA Board Minutes are on file in the Director Dropbox and were emailed to each director prior to the Board meeting. The minutes were approved as written. CSBA meeting minutes are posted on the CSBA website under the Membership/Leadership tab.

4. Financial Report

The CSBA Financial Report is on file in the Director Dropbox. Charlie reviewed the report. The financial report is posted on the CSBA website under the Membership/Leadership tab. Year-to-Date results on 9.30.2020

All-American Profit	\$6,977.52
CSBA Net Income	4,507.22
Current Total Assets	127,564.54
Current Total Liabilities	13,005.00

The report was filed subject to audit.

5. Additions to the Agenda: none

6. Committee Reports

A. National Show & Sale: Steve Hampson, Chair

The committee will meet within the next month.

B. Promotion & Membership: Sara Hildebrandt, Chair, presented the report.

The committee met on Sept. 30th. Sara Hildebrandt, Raina Blackman, Laura Troxel, Steve Hampson (exo officio) and Charlie Worm (exo officio) participated in the meeting. The meeting was held via Zoom.

1. Website Sponsorship: \$800 is unused from the Braet Family video contest. The family would like to see this money used for website sponsorships. A "Sweepstakes" concept is proposed to allow for more sponsors.
2. Website Oversight: Raina Blackman will evaluate analytics for the CSBA website, as provided by Novel Designs.

3. Advertising:
 - a. The committee recommends the expanded use of the SOC as an advertising tool. Every Board member is asked to submit a list of prospects. Prospects could include spinners, commercial producers, and those with wool interests, especially.
 - b. Advertise in the Banner Sheep Magazine for the NSS.
 - c. Expand advertising opportunities connected with events such as the Utah Ram Sale, Newell Ram Sale, Montana Sales, and so on.
 - d. Advertise the 2021 NSS with the use of free, local press releases in Ohio.
4. Facebook: Raina Blackman will handle a regular photo contests on the CSBA Facebook page.
5. Video contest: The committee will look at alternative video presentations, such as Tik Tok, to encourage participation especially among youth members.
6. Instagram: Instagram is linked to Facebook. Anticipated posts are 2-3 times/week and a minimum of 5 hashtags.
7. SOC:
 - a. The committee will work on getting more member-written articles for the SOC.
 - b. Banner Publications will handle Vol iii of the 2020 SOC. The committee will evaluate the timeliness of publication, timeliness of settlement payment, use of CSBA-member-written articles in the Banner, advertising volume, etc. . .
 - c. SOC publishing options will be expanded for 2021.
7. NSS wool topics: The committee will explore the addition of vendors or demonstrators at the 2021 NSS, and to provide a platform for selling fleeces. These topics were tabled until the next promotion meeting.

Sara moved to accept the Promotion and Membership committee report. The report was seconded and discussed. The report was accepted. The complete committee report is printed on pages 4-5 at the end of these meeting minutes.

C. Audit & Budget: Mike Geerts, Chair

The committee met on Oct. 5 with Mike Geerts, Tom Hendricks and Charlie Worm in attendance. The meeting was held via Zoom.

1. 2020 Comeback Show in 2021: No changes recommended. \$1,260 available.
2. 2021 Futurity Program: No change recommended. \$975 in the fund for Comeback and Live Futurity Youth programs.
3. 2020 Fabulous Louisville Show: Awards recommended are 1st-\$100, 2nd-\$75, 3rd-\$50, and \$25 for remaining exhibitors. The committee reserves the right to adjust this scale depending on exhibitors who participate at the 2020 NAILE.

Mike moved to accept the Committee Report. It was seconded and discussed. The report was accepted. The complete committee report is printed on page 6 of these minutes.

D. Commercial & Production: Margaret Eller, Chair

The committee met on Sept. 21st with Rolland Aschim, Raina Blackman, Tom Connor, Margaret Eller, and Doug Hitch in attendance.

1. "Making Sense of Wool" is loaded on website. It is recommended the auto-timed version be on loop during the NSS Wool Show.
2. Production Corner website content will be approved by a majority of the committee.
3. Assemble producer stories and add media outlets to share articles of interest to commercial producers.
4. Expand the "Knowledge Nuggets" to additional media outlets.
5. Promote Certified Ram Tests and address the need for a transportation network.
6. NSS
 - a. Encourage NSS Committee to promote production classes.
 - b. Encourage the use of data for production sheep.
 - c. The committee will be placed on the NSS Committee agenda in order to submit a proposal for a required weigh-in for all rams, yearlings and lambs at the NSS.
7. Create tools to rebuild producers confidence in Columbias.

Steve moved to accept the Committee report. It was seconded, discussed and passed. The complete report is printed on pages 7-9 at the end of these minutes.

7. Unfinished Business: no business was postponed to this meeting or laid on the table.

8. New Business

NAILE

Charles updated the status of NAILE. The Junior Columbia show is last on Saturday and the Open Show is last on Tuesday. New NAILE leadership was put in place a short time ago. Kelly Secord is the Sheep Superintendent. Charlie has contacted her about probation.

9. Speaking of Columbias Results Issue

- A. Vol ii has a profit of (estimated) \$498.47 profit, No settlement has been made at the time of this meeting.

10. Speaking of Columbias Publication Contract

- A. A revised contract for the Vol iii of the SOC was presented to the Board. Laura Troxel reviewed some of the details in the edited contract with Banner Publications. Key points include:
 - 1) Content submission and settlement deadlines.
 - 2) Procedure for making written bids to prospective advertisers.
 - 3) Articles written for the SOC, by CSBA members, being used in the Banner Sheep Magazine with author or SOC credit.
 - 4) A contract for publishing the SOC does not constitute a contract as the official photographer for the NSS.

Sara moved to accept the revised contract. The motion was seconded, discussed and passed unanimously.

Adjourn: Margaret moved to adjourn. The meeting was adjourned at 8:58 PM EDT.

Columbia Sheep Breeders Association Promotion Committee Meeting

Wednesday, September 30, 2020 7:30 p.m.CST -- Zoom meeting

1. **Call to Order** – The Zoom Meeting of the Promotion Committee was called to order at 7:34pm
2. **Roll Call**-
Present: Raina Blackman, Charles Worm, Sara Hildebrandt & Laura Troxel.
Absent: Ryan Hendricks
Ex Officio: Steve Hampson
3. **Additions to the Agenda**
 - A. Left over Money from Dave Kloostra/Yogi Braet donation
4. **Unfinished Business**: no business was postponed to this meeting or laid on the table.
5. **New Business**
 - A. **Website Sponsorships**

A recommendation for recruitment of sponsors to be presented at the next CSBA regular board meeting was discussed in July. Laura suggested to create a sweepstakes on Facebook to promote the website sponsorship. The money that was left over from the video contest will be used up first to pay for the winning sponsorships. The motion to refer motion was seconded and discussed. Motion Passed.
 - B. **Oversite role of Website**

Raina will be the point person for the Oversight role of the Website. Raina will receive the Website statistics from Novel Design and evaluate our audience. She will come back with recommendations to the committee of what she sees and needs attention.
 - C. **Advertising**

The committee reviewed our spending on Advertising in 2019. We would like to expand our advertising to Regional correspondences. After much discussion the committee would like to recommend the board members to bring back 15 names of additional people, we can send our SOC to. We feel this will broaden our exposure of the Columbia breed.
 - D. **Facebook**

The discussion on our Facebook page photo contest was extensive. We will continue to have the Photo contest once a month. The contest will run for 3-4 days and be pinned to the top of the page until the contest is finished. We will offer different prizes each month. We also discussed bringing back the video contest back in hopes of engaging our youth. We would like to bring this contest to the Youth committee and work with them on re-engagement.

E. **Instagram**

Instagram is now linked to our Facebook page. The posting frequency was suggested to be 2-3 times per week with a minimum hashtag use of five. We will promote all our activities going on in the CSBA.

F. **SOC**

The Promotion committee will handle the content for the SOC. The committee would like to recommend and accept the 2020 Banner Publication contract for the Breeders directory as a one-time only contract. We will revisit a contract for 2021 by accepting bids from other publication options. As a side conversation, one of our members who wasn't paid from a sale managed by Banner Publications was returned for lack of funds. The account has been closed according to the bank.

G. **NSS Wool Topics**

The committee discussed several topics about inviting vendors and having spinning demonstrations at the NSS. It was also discussed about having a Silent Auction or Private Treaty sale for our wool exhibitors. These topics were tabled until next meeting to gather more information.

6. Adjourn

There was no further business and the meeting was called adjourned by chair Sara Hildebrandt.

Respectfully submitted,
Sara Hildebrandt

Budget Committee Meeting – Oct 5th, 8 PM CST

In attendance – Mike Geerts, Tom Hendricks, Charlie Worm

Mike called the meeting to order:

Recommendation to the board for the 2020 Comeback Show at the 2021 National Show & Sale.
No changes – 40% (\$1260) remains in the Futurity Fund to pay for that class.

Recommendations to the board for the 2021 Futurity Program (Comeback & Points Program)
No changes - \$975 in the Fund, with limited participation that amount should be enough.

Recommendations to the board for the 2020 Columbia Futurity Show in Louisville, KY.
Premium Schedule as follows for both classes:

1st - \$100

2nd - \$75

3rd - \$50

4th& beyond - \$25

The budget committee reserves the right to re-visit this schedule if numbers are larger than expected.

Meeting was adjourned.

Respectively submitted,

Mike Geerts

Minutes

CSBA Commercial Production (CP) Committee 9/21/2020 6:00 PM (MST) conference call

Members present:

- Rolland Aschim
- Raina Blackman
- Tom Conner
- Doug Hitch
- Margaret Eller (chair)

Member absent:

- David Brown

1. Agenda Item: “Making Sense of Wool” presentation:

Margaret reported that Parts II and III of the presentation are posted on the CSBA website as YouTube videos. Parts II and III of the original PowerPoint files were previously uploaded to CSBA Dropbox. Then, working with David Brown as point person, Novel Designs (ND) explored and found work-arounds for file size and accessibility problems that they encountered.

Auto-timing of Part I remains to be done before it can be posted to the website, pending answers to questions about the larger file size for Part I. Can it to be converted by ND into a YouTube video format? Does it need to be split into segments?

Action item, David: Contact ND for input about whether or not Part I file can be handled in the same manner as Parts II and III or needs to be split, and then provide input to Margaret.

Action item, Margaret: Auto-time Part I and make it available to ND pending word from David.

Additionally, Rolland suggested the possibility of playing “Making Sense of Wool” as a continuous video loop as a part of the 2021 NSS Wool Show in Ohio. Tom moved to do so. Rolland seconded the motion. Discussion ensued. Committee members voted unanimously to play “Making Sense of Wool” as a continuous video loop at the 2021 NSS Wool Show. Tom volunteered to take care of the NSS wool show logistics.

Action item, Tom: Plan for and handle on-site logistics to make video available for 2021 NSS Wool Show.

2. Agenda Item: “Production Corner” tab on CSBA website

Margaret sought a motion to revise the January 2020 informal decision to have unanimous CP committee approval for all items submitted for posting under the “Production Corner” tab on the CSBA website. Rolland moved to revise the 2020 decision such that any items submitted for posting on the CSBA website should be approved by a majority of the CP Committee. Raina seconded the motion. Discussion ensued regarding the rationale for the original 2020 decision and the inefficiencies that resulted. Committee members voted unanimously to revise the 2020 decision and to require that a majority of CP Committee members should approve of items to be posted under “Production Corner” on the CSBA website.

Action item for all members: Seek appropriate sources for website postings (related to committee mission, relevant to Columbia producers, & not easily accessed via quick internet search) and share with CP Committee members.

3. Agenda Item: Producer stories and additional media outlets for articles of interest to commercial producers

Members suggested the following:

- Margaret – Hitch family story needs to be told. Both Rolland and Tom suggested that K.T. Jones, freelance writer used by Banner, does great interviews and could get write-up done.
- Tom – OH Sheep Improvement group publishes a news bulletin
- Rolland – Contact Ron Brandt regarding CA possibilities

Action item, Doug: Dig into family archives and gather info in preparation for interview or personal writing project.

Action item, Margaret: Assemble an expanded list of potential media outlets.

4. Agenda Item: Additional media outlets for “Knowledge Nuggets” beyond SoC, The Banner, & MT Wool Grower Magazine

Member input

- Noted that Traders Dispatchprints “trivia”.
- Rainasuggested publications might be available through wool grower groups in WY, UT, ND,& SD
- Not discussed, but an afterthought from Margaret: our original intent was that our factoids would “tell a story.” Reading the random assortment of tidbits in the most recent SoC, some of which were printed previously, made it evident that our intentions needs to be clarified so that whatever factoids are printed, they relate to each other rather than encompass soup-to-nuts subjects. Margaret will address this with Greg Deakin for SoC and The Banner.

Action items, Margaret: 1) Research and contact suggested media possibilities; 2) Clarify intent that factoids should “tell a story” w/Greg Deakin for both SoC and The Banner.

Action item, all committee members: Discover factoids in your reading and share w/Margaret so they can be added to the master list.

5. Agenda Item: Promote ram tests and CSBA Certified Ram program

Member input:

- Rolland noted that distance from ram tests and timing of ram pickup at end of testing period is problematic for many producers.
- Raina noted that she intended to contact UT producers and offer the possibility of transportation to Hettinger Ram Test from CSBA-MT S/S in Lewistown. She dropped the idea when time ran out for contacting and arranging details, but she suggested that we—CSBA and/or CP Committee—could prioritize such transportation-sharing for producers interested in ram testing in order to encourage participation.
- Of note, but not mentioned during meeting: In prior years, David has helped to facilitate transportation to ND Ram Test for MT and OR producers, and MT producers currently are working together to make participation possible in spite of overlaps in lambing season & ram test schedules.

No immediate action needed; warrants future discussion of possible networks of transportation. Perhaps post announcements in SoC& wool grower publications in advance.

6. Agenda Item: Increased focus on production animals at NSS

Member input:

- Doug suggested that data on production animals be posted on pens. (It should be noted that CP Committee previously recommended minimum data requirements for production animals consigned to NSS. NSS Committee did not adopt recommendation.)

- Tom noted that 2013 was his last recollection of production classes being offered in OH but urged that we forge ahead and encourage inclusion of production classes in NSS 2021.

Action item, all committee members: Encourage NSS committee to include production classes and encourage producers to consign sheep to those classes if they are offered. (After thought from Margaret: There is a danger that if classes are offered and either producers do not participate or consigned sheep do not sell, production classes could lose support from CSBA.)

7. Agenda Item: Weigh allrams entered in NSS.

Tom volunteered to make certain that all rams get weighed

Action item, Tom: Work with NSS Committee to weigh all rams at NSS 2021in OH.

8. Agenda Item: On-the-hoof wool workshop for 2022 NSS.

In light of the late hour, Margaret suggested that this item be postponed to a future meeting. No vote was taken, but members expressed unanimous agreement with postponement

9. Agenda Item: Big picture need for more data to be collected by Columbia producers and made available in order for Columbia sheep to remain viable in the commercial sheep industry.

The following discussion ensued:

- Wool– Tom noted that kemp in Columbia wool has become an issue for wool buyers.
- Comments noted about Columbia sheep being too big to shear and too big to fit onto multi-deck trucks.
- Markets – Tom noted lamb prices at Mount Hope Sale Barn in Millersburg, OH where lambs in the 40-70 pound range sell at a premium.
- Data plans – David’s opposition to NSIP was noted. Doug noted that there may not be enough Columbia sheep in existence to derive any short-term benefits from NSIP genetic linkages, based on comments from MT Sheep Extension specialist. Margaret paraphrased additional comments from MT Sheep Extension specialist: NSIP numbers should not be blindly accepted in isolation (by either producers or buyers); they need to be corroborated with on-farm lambing records, etc. Nevertheless, it seems evident from ram and ewe sales that producers value NSIP numbers in those breeds that have embraced the concept. General consensus among committee members: numerical data that represent production—rate of gain, feed conversion, volume, depth, muscle, wool quality, etc—are essential for building/rebuilding commercial producers’ faith in the Columbia breed.

Action item, Tom: Contact Will Griggs (UT) and Dave Rowe (OH), both wool buyers, for specific input about what they are seeing in Columbia wool.

Action item, Raina: Subsequent to Tom’s input, contact Larry Prager of Center of the Nation for similar input.

Action item, Raina and Margaret: Compile a list of buyers at NSS and ram sales who buy Columbia sheep for use in commercial operations, including names and contact information, as a basis for gathering information about what producers want fromColumbia sheep.

Respectfully submitted,
Margaret Eller, chair