

CSBA Board Meeting Agenda
Zoom Meeting
Sunday, May 16, 2021
7:00 PM CDT

1. **Call to Order**
President, Steve Hampson called the meeting to order at 8:04 EDT (7:04 PM CST)
2. **Roll Call** (5 members constitute a quorum)
Present: Raina Blackman, Janelle Bredahl, Holly Courtney, Margaret Eller, Mike Geerts, Sara Hildebrandt, Mike Moenter, Craig Pitt, Laura Troxel, Charles Worm Exo Officio.
Absent: Ryan Hendricks, Tom Hendricks
3. **Secretary's Report** – Go to end of this document. Available in Dropbox to Board Members and online on the CSBA website.
The secretary's report was approved as read.
4. **Financial Report** – All American Registry – Profit as of 4/30/21 - \$5577.20
CSBA Profit as of 4/30/21 - \$4,850.95
Total Assets as of 4/30/21 - \$133,748.96
Total Liabilities as of 4/30/21 - \$15,318.47
Net Worth as of 4/30/21 - \$118,430.49
Treasurer's report was approved and filed subject to audit.
5. **Additions to the Agenda** - None
6. **Committee Reports**
 - A. National Show and Sale held Feb. 9, 2021: Steve Hampson, Chair
 - 1) Mike Copeland updated Covid Restrictions. Ohio restrictions will be lifted before the NSS.
 - 2) Sara Hildebrandt moved to accept Breeders Word for the on-line bidding platform.
 - a. The motion was seconded, discussed, and passed. Charlie recommended the \$1,500 for the Breeders World fee be budgeted and split equally between the National Show and Sale and the Promotion and Membership Committee.
 - 3) The committee recommended that the board ratify the \$475 spent on the NSS ad in the Banner Sheep Magazine.
Steve moved to adopt the committee report. The motion was seconded, discussed, and passed.
 - B. Promotion & Membership: Sara Hildebrandt, Chair
The entire Committee Report from at the end of this set of minutes.
Steve Hampson moved that the CSBA use Google Analytics data to make data-driven recommendations for the tabs on the CSBA website with the written steps listed in the motion proposed by Louise (Included in the PM minutes from May 15th, at end of this document).
 - C. Audit & Budget: Mike Geerts, Chair
 1. The two items were handled of during the NSS show report.
Raina moved to adopt the Audit & Budget report. The motion was seconded and passed.
 - D. Commercial & Production: Margaret Eller
 - 1) The new Certified Ram Registration Paper was approved by the committee.

- 2) 4 rams from the Wyoming Ram test were certified, even though they did not meet the registration criteria. This was a one-time only variance.
- 3) Working thru the performance data program, with three items to measure to start with – Adjusted Weaning Weight, Weight Per Day of Age, Post Weaning Gain.
- 4) Submitted an article to the SOC regarding the rational behind weight all rams at the NSS. Janelle moved to adopt the committee report. It was seconded, discussed, and passed.

E. Youth Support: Janelle Cornett, Chair

1. Reviewed the “to-do” list for the NSS.
 2. Five applicants for the \$500 scholarship award. Applications are filled out using the Jot Form and the submitted application goes, directly, to Jessica Manthe.
 3. Currently, one applicant for the Ambassador.
- Margaret moved to adopt the committee report. It was seconded, discussed, and passed.

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

8. **New Business**

A. Futurity Program

1. Holly moved to support the current Futurity Program with nominations eligible from the Ohio Showcase Sale, Great Lakes Sale, The National Columbia Show & Sale, The Midwest Stud Ram Sale, and the Montana Columbia Show & Sale. The motion was seconded, discussed, and passed.
2. Raina moved that Futurity Ewe Lamb nominations can only be made by a current member of the CSBA. The motion was seconded and passed. nominate a ewe lamb for the Futurity Program, you must be a current dues paying member of the CSBA. 2nd & passed.

9. **Adjourn** – There was no further business, and the meeting was adjourned by the President.

CSBA Promotion Committee Meeting

Saturday, May 15, 2021 7:03 pm CDT-Zoom

1. **Call to Order** – The Zoom Meeting of the Promotion Committee was called to order at 7:03 pm CDT, by chair Sara Hildebrandt.
2. **Roll Call** – Present: Raina Blackman, Steve Hampson, Sara Hildebrandt, Laura Troxel, Charles Worm, Louise Worm. Absent: Ryan Hendricks. Guest Zane Van Horsen.
3. **Appoint Temporary Chair** – Louise Worm was appointed temporary chair by chair Sara Hildebrandt.
4. **Secretary's Report** –The minutes of the 2/24/2021 meeting were approved as read.
5. **Unfinished Business** –
 - A. Google Analytics.

Steve Hampson moved that the CSBA use Google Analytics data to make data-driven recommendations for the tabs on the CSBA website with the written steps listed in the motion proposed by Louise (please see below).

1. Raina Blackman be authorized to access GA from Novel Designs.
2. Raina Blackman be authorized to collect GA data and make data driven recommendations for edits to the CSBA website.
3. Raina Blackman will provide written, data driven, website, recommended edits to the chair/overseer of each website tab. The chair/overseer of each tab are listed in 3a-f. These were determined by the Website Build Special Committee in 2020.
 - a. Production Corner – Production & Commercial Committee
 - b. Junior Association – Junior Association Advisor, Junior Association, Youth Support Committee.
 - c. Starter Flock – Starter Flock committee
 - d. National Show and Sale – current Executive Secretary and NSS Committee.
 - e. Registrations, Transfers, Membership Records, collection of fees, entries for all events – current Executive Secretary and Chair of the CSBA Board.
 - f. All remaining tabs – David Brown and current Executive Secretary
4. Recommended edits are at discretion of the website tab overseer or committee.
5. The procedure for website edits shall be the same as outlined in the April 3, 2020, Website
6. Build Committee meeting minutes, chaired by David Brown.
7. Novel Designs will be allotted 48 business hours to make recommended edits as submitted.
8. Edits will be submitted using the JotForm available from the Executive Secretary.
9. Individual breeder edits or requests to post information shall be forwarded to David Brown and/or the current Executive Secretary. These requests are limited to public announcements, events and dates related to the CSBA. No private party requests will be accepted.
10. This motion be reviewed following the assignment of the P&M Committee members each August.

The motion was seconded by Sara. It was discussed and passed.

6. New Business

A. 2021 NSS Fleece Sale

- 1) Zane Van Horsen presented information about how she might establish a fleece sale, with Laura's and Sara's help, at the NSS. The major highlights of her presentation were 1) social media, especially Facebook Events, would figure prominently in the sale's promotion, 2) tags describing the fleece's characteristics would accompany each fleece and 3) a ten percent NSS commission and 1 percent Ohio association commission would be charged.
- 2) Charles moved that the Promotion and Membership committee sponsor the 2021 National Show and Sale Fleece Sale following Zane's recommendations with Laura handling all the details. Any recommendations from the committee should be to them by May 22. The motion was seconded by Sara. Discussion highlights 1) Charlie said that micron equipment will be on site, 2) No fleece entries fees will be charged,
- 3) Charlie suggested he possibly could take any fleeces, that rides could not be found for from the sale, back to the office and mail to the buyer as long as the fleece was pre-packaged, and 4) Sara, Laura and Zane would write up a plan, due by May 22, to be passed onto the NSS committee and David. The motion passed.

B. Press Releases for the NSS - Sara moved that we send the CSBA press release (see below) to the addresses presented by Danny Westlake and Mike Copeland and the CSBA pay the postage. Laura seconded and the motion passed.

C. Blanket Giveaway in January – It was reported that 67 memberships were paid in January because of the giveaway. Five of these were new senior memberships. Charles moved we have a membership giveaway for our January 2022 membership drive Sara seconded and the motion passed.

D. Web Sponsor Program and Ads – Laura and Sara's hard work in putting together ads was recognized. Charles noted that he has sent out 10 catalogs to brand new potential customers in the last week, all from the jot form on the website.

E. SOC – Louise noted the committee should think about ads and feature articles for the next issue of the SOC. Louise completed 92 different pieces for this issue, and everything was into Ringside by the deadline.

F. Website Build Committee Minutes – The April 3rd 2020 minutes can be found in Drop Box. The jot form for website changes can also be found in Drop Box.

G. Raffle Lamb Naming Contest – Zane presented details how a raffle lamb naming contest on Facebook and Instagram could promote the junior raffle. Presentation highlights – 1) the naming contest would be conducted much like the present photo contest, 2) the winner would announce at the annual meeting, and 3) the lamb would be rechristened. Laura moved that we follow Zane's recommendations for "Name the Lamb" contest and grant Zane Facebook administrator access. Charles seconded and the motion passed.

- H. Schedule Date and Time for Next Meeting** – committee members were asked to make date suggestions by Saturday May 22, 2021.
 - I. Facebook Ad** – Raina moved the CSBA sponsor a Facebook ad promoting the National Show and Sale for \$5 a day for 5 days. Laura seconded. The motion was discussed and passed.
- 7. Adjournment** – Sara reassumed the duties of the chair. There was no further business, and the meeting was declared adjourned by Sara.

Signed,

Raina Blackman, Temporary Recording Secretary



NEWS RELEASE

Columbia Sheep Breeders Assn.
 P.O. Box 177, Lakefield, MN 56150

For immediate Release: May 17, 2021

National Columbia Sheep Show Comes to Shelby County Fairgrounds

The city of Sidney, Ohio, and the Shelby County Fairgrounds will host the National Columbia Sheep Show on June 9 through 12. The National Columbia Sheep Show is an annual event held in a different location each year. This year, the organization heads to an eastern location.

Mike Copland, Lewiston, Ohio, heads up the Ohio Columbia Sheep Association, that is sponsoring the event. Mike and his crew are rolling out the red carpet for the approximate 200 sheep enthusiasts traveling to Sidney.

Columbia sheep are a larger, dual purpose breed of sheep. They are known for their superb mothering and milking ability, as well as for producing a heavy, medium fleece desired by spinners. New to the sale this year, all rams in the barn will be weighed, making ram evaluations easier for our online buyer.

Activities begin on Wednesday, June 9th, 2021, with the Junior Fitting Contest. The Open Show is featured on Friday with the Sale on Saturday. The Juniors have their own show as do Production Sheep and Natural Colored Columbias. The fleeces entered in the Wool Show will be available for sale, privately. Stop by the barn and visit with our wool exhibitors.

The public is invited to attend and see the events. Interested buyers can log into www.columbiasheep.org to request a sale catalog. Or call the Columbia Sheep Office at 507-360-4243. Like us on Facebook for the most current information.

2021 NATIONAL COLUMBIA SHOW AND SALE SCHEDULE

<u>DATE</u>	<u>DAY</u>	<u>TIME</u>	<u>ACTIVITY</u>
June 9	Wednesday	9:30 am	Junior Fitting Contest
		6 pm	Ohio Association Pizza Party and Corn Hole
Tourney			
June 10	Thursday	9 am	Junior Show
		3 pm	Production & Natural Colored show

		3 pm	Wool Show – Fleece Sale
		6 pm	Host Barbeque-hosted by Ohio Columbia Assn.
June 11	Friday	8 am	Futurity Comeback Shows-2020 & 2021
		9 am	Open Sheep Show, Dave Cook, judge
		6:30 pm	Awards Banquet and Annual CSBA Auction
June 12	Saturday	10 am	National Sale