

United Braford Breeders board meeting

**07/16/2021 at the All American National Jr. Braford show, Texarkana, AR, at
1:00pm (central time)**

Hosted at the Holiday Inn Express

Attendees:

Danny Boudreaux

Dr. Jim Harvey

Katelin Hyman

Charles Johnson

Robert & Carol Mills

Bill Rainer

Larry Stanberry

Elliot Stanton

- Called to order by Mr. Robert Mills.
- Statement of Purpose read by Dr. Jimmy Harvey
- Minutes from the previous meeting read by Katelin Hyman.
 - Motion to approve minutes by Dr. Harvey & seconded by Larry Stanberry & Charles Johnson.
 - All in favor. None opposed.

- Charles Johnson reviewed the UBB's financial standing as of June '21.
- Charles is working with the CPA to get 2019's taxes paid.
- Neogen bill we received for the bulls in the bull development program.
 - Rhea told Charles that Bailey Herrin was supposed to roll the money from the UBB operating account to special events but it was not done. There was a \$38 charge with an additional \$2 fee for the UBB handling the paper work. To keep account clean, the bull development program needs to be billed, not the UBB.
- \$180 on a financial report that is unknown at the time.
- Paypal funds have not been transferred at this time.

- Katelin Hyman read off the current balances of the bank account in Kelberg.
 - Larry Stanberry made the motion to approve, seconded by Bill Rainer.
 - All in favor, none opposed.

- Dr. Harvey taking the lead on Sunbelt. Said that it had been a successful event in the past.
 - Will need to have a live animal (provided by Charles Johnson/CM Cattle) magazines & projector.
 - Charles has koozies, pens, a TV, backdrop & curtain. Said that he would like to have some hats.
 - Those that are planning to man the board:
 - Bill
 - Ronnie
 - Dr. Harvey
 - Charles

- Sidenote about the A&M Beef Short Course:
 - David & Diane Owens are taking the lead.
 - TBBA paid for the booth space.

- Database discussion resurfaced -
 - Touched based on Emma taking on other roles with the Gerts, but she did not want to give up the UBB.
 - Robert has spoken with Webb Fields & the door with Digital beef seems to be closed. Since they would have to make adjustments to our platform, rules, etc. The rate with Digital Beef would be a minimum of \$21,000 annually. We are currently spending \$1,000/month or \$12,000/year with Emma & Small Registry System.
 - Circled back around to the ABRI discussion.
 - Seems that ABRI could be a cheaper route, but it comes with the possibility of losing Emma. While Webb Fields is concerned about Emma working in three different systems, Emma doesn't seem worried.
 - Robert mentioned that our data/genetics would be more accurate with the ABRI system. Also mentioned that we would be paying per registration, with a \$2.50/hd charge to us - only paying for what we use.
 - Discussion on the cost was tossed around, it seems like there will be a \$4,000 increase in cost if we were to go with Digital Beef.
 - Elliot made the motion to go with the extra revenue ABRI would bring into the organization.
 - Larry & Charles went over some hypothetical numbers based on cattle in inventory in years passed, but would like to get a more accurate figure.
 - Dr. Harvey suggested tabling. Larry & Charles will put together an email & present at the annual meeting's board meeting.

- Katelin read the re-wording of Section B into Section A to incorporate F1 females. After lengthy discussion on what needed to fall into what category, we tabled the subject for the annual meeting. Katelin will re-word & email out to the board members beforehand.
- The board then went over the two scholarship applicants & had their interviews. We started with \$1,400 in the scholarship fund from previous years.
 - Ended up with \$3,200 to award. Decided to award \$2,000 to Brynlee Boudreaux & \$1,000 to Miriam Hargrove.
- Elliot Stanton then addressed the subject of our annual meeting.
 - Meal will be at 7:00pm on Friday, August 6th, 2021.
 - Jackpot show will begin at 8:00am on Saturday, August 7th.
 - The show will “pause” at 12:00pm on Saturday for the Braford Exclusive sale.
 - Offering online bidding & so far 28 calves confirmed for the sale with 20 calves verballing committed.
 - There will be 4 “picks” that will go towards the scholarship fund.
 - TBBA will be giving out a \$10,000 scholarship to the animal with the most points (point system like show animal of the year) at the Winter Classic show. Regardless if it’s a bull, female, purebred or a F1. Offspring can show & be eligible for the scholarship to the youth exhibitor that took ownership that day.
- Dr. Harvey touched base on the bull development program.
 - Rhea has been working with Matt Jones, to go in on the “Cow maker sale” during the first of November in Crockett, TX with some of his Angus bulls.
 - Emails that will come into Bailey’s inbox will be forward on to Dr. Harvey.
- Robert has been working on bids for the Braford News:
 - Kansas State grad, Emily Bernard | Raised in the Hereford deal.
 - No support group or ties (printing companies for instance)
 - \$9/page for strictly design work.
 - We would take care of ads, donations & printing.
 - Bailey Herrin |
 - Jumped from \$35/page to \$50/page on current bid with 10% fees, \$20 commission, \$500 plus travel on articles she would have to put together & \$25/article.
 - Angus Media group | Will not sell ads to our breeders since they don’t have a relationship with them, so we would have to take care of that.
 - \$65/page in full color

- Proof reader & designers on staff in addition to printing.
 - Did some rough math to compare Bailey's last magazine cost versus the AMG; came out a cheaper total cost to go with the AMG.
- Also addressed the re-bill for Elliot Stanton with the TBBA that Bailey & Elliot had discussed via text. Follow up on Bailey's end was not up to par, so Charles will fix the TBBA's invoice to what Bailey had originally offered.
- Dr. Harvey made the motion to move forward with the Angus Media group. Seconded by Bill Rainer & Larry Stanberry.
- Katelin Hyman had gotten a message on the UBB Facebook about an internship from a past junior member.
 - We came to the conclusion that we would work up a form/job outline for the future.
- Robert then brought up the Executive Director position.
 - Lots of thoughts & discussion on the subject.
 - Mentioned changed the job title from Executive Director to something that implies less authority.
 - The board agreed to rock on with our current set-up for the time being.
- Mr. Elliot Stanton went over his proposal for "Braford 365 | Moving forward together".
 - Basically a multi-step, re-branding of the organization.
 - Starting with splitting up the percentages & allowing them to show if they meet the mandated requirements set by the board.
 - This will allow everyone, who meets certain criteria, to show their Braford type cattle within their own category. Whether it be base cattle, Braford Plus, or even as far as Braford X Longhorn cattle, ETC, ETC. Elliot & the show committee would work up a set of rules to present to the board at the annual meeting in Crockett, TX.
- Motion made by Dr. Harvey, seconded by Katelin Hyman & Charles Johnson to move forward with Braford 365.
- Mr. Bill Rainer made a motion to adjourn the meeting, seconded by Dr. Harvey.