

## Minutes for SCHSB BoD Meeting 12 Aug 2024

Present: Crystal Criswell, Elizabeth Hernandez, Lori Marion, Tara Seltz, Jason Webster, Amy Wheeler. Abs Tamara Lambdin Abney

1. Approval of 10 Jun 2024 meeting minutes: Motion to approved Cc, 2nd AW, Unanimous approval.
  2. Minutes of 8 July meeting - needed to correct budget balance as of 1 July, minutes approved via workspace with correction made, Motion CC, Second LM, Yes CC, LM, EH, AW.
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1. Registry/Grassroots meeting -
    - a. Follow-up meeting with TLC (AM, JR) and SCHSB (LM, CC, AW, TS) scheduled for 14 Aug 24. Topics:
      - i. Current issues: BN/Reg/Tx policies, directions and fees, Minutes-access password, mislocated members, sheep survey after cloud-based GR application transition is complete (due summer '24)
      - ii. New Issues : Confirm with GR not returning to regions, each state becomes a region, which will solve having to deselect states from search menu. Improving the unclear instructions for 'Non-pedigree Transfer' (AW found solution, search for "Unknown" in Search Members Tab, but not clear to many members). Check whether GR is sending paper welcome package, in which SCHSB promotional materials could be included. Time until animal that is sold to 'unknown' is moved to 'dead' status if no further action (lambs, sale with paper document) (1 year vs 3 years).
    - b. Sheep Survey - Delay until after GR transition to cloud-based data management, likely in Aug/Sept. Was just accomplished at transition to GR Oct 2023.
  2. Communications/Website
    - a. Promotional materials - banners sent to JW, LM, CC, magnets, pamphlets, business cards sent to all directors.
    - b. New Members will receive promotional materials with welcome package if GR sends, or other arrangements made depending on whether GR sends hard copy of GR info to new members.
    - c. Question on member getting and using their own SCHSB banner:

- i. Official SCHSB banner use must be approved by director first - must consider the event (sale, educational, promotional), the member's role at event (seller, presenter) Audience, etc.
  - ii. Member may use 'SCHSB Member' Seal on their own banner, but not banner officially representing SCHSB unless approved by director - CC to design and make available in "Member Resources" with member access password available through member log in to GR. Motion LM, 2nd AW, unanimous approval.
- d. Advertising Discussion: Facebook, American Sheep Industry Association News monthly, and TLC/GR Breeders Annual Directory and Quarterly.
  - i. Facebook \$42 ad resulted in 491 clicks, 12K views - target audience. Works best when paired with other content or tied to an event. Motion: \$75 annually to use for facebook advertising, to coincide with other announcements, events to maximize effectiveness. Motion AW, 2nd EH, unanimous.
  - ii. ASIA Monthly and TLC to be decided with input on advertising budget in September mtg.
- e. Request for photos of member sheep - horizontal phone orientation for YouTube video, vertical for photos. Share video and photos with CC (Upload to chat) to be available for any SCHSB graphic arts needs.

### 3. Genetics Project

- a. Video conference with BBSAI held 10 July 24. Their interest is in conducting a genetic identity study of Barbados and American Blackbelly Sheep. SCHSB shared sampling selection criteria, sampling equipment and supplies, analysis resources and experts. BBSAI goal is related to intent to test sheep on Barbados a/o other Caribbean islands, and if breed identity can be confirmed with US mainland sheep, import semen, embryos or sheep if possible (currently prohibited by USDA). Indicated that SCHSB would be interested in working cooperatively and sharing contacts and resources if Caribbean Island genetic sampling work is begun, due to possible overlap of sheep locations and owners of island flocks.
- b. TS reviewing project information to begin future planning.
- c. Project Summary being written for SCHSB records. LM

### 4. Financial Updates

- a. Treasurer Report CC Current Balance 31 Jul 24 is \$16,222.09.

- b. Request to IRS for confirmation for non-profit status with 2012 IRS document acknowledging application receipt - mailed 18 July 24 LM. Awaiting reply.
  
- 5. June/July/Summer Newsletter - published early August with Jason's data. CC. On-going updates of news on website.
  - a. Next issue: ok'd review of breed standard found on very first application for registration 8/8/1984 including weight requirement, current registry stats on color and polled sheep, LM
  
- 6. Annual Meeting Planning - virtual meeting
  - a. 19 Oct 24 Saturday, 6-8 PM Eastern (time approved via workspace vote)
  - b. \$1500 budget
  - c. By Laws for requirements - financial report, report of the activities of SCHSB. Can discuss nominations and elections but nominations must be received by secretary, and voting is done via electronic ballot.
  - d. Topic- Solar Grazing Opportunities
  
- 7. Elections Dec 2024
  - a. 1 vacant seat even if all current directors with expiring terms wish to run - (JW, AW, LM, CC,TS). 1 Sep to 1 Oct for nominations, acceptances by 15 Oct. Later candidates accepted only if more openings exist than candidates. 4 directors currently indicate willingness to run, 1 'probably'.
  - b. JW to ask if Jody Hammond willing to assist with voting again. Non-member adds impartiality.
  
- 8. Resource library for members remains tabled. JW
  
- 9. Strategic plan for SCHSB remains tabled. LM

Next meeting: Monday Sept 9, 2024 7 PM Eastern, Motion to adjourn CC, 2nd TS. Unanimous assent.