

Minutes for SCHSB BoD Meeting 09 Sep 2024

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

1. Approval of 12 Aug 2024 meeting minutes: Motion to approve as corrected CC, 2nd EH, unanimous approval

Agenda Items

1. Registry/Grassroots meeting -

- a. Follow-up meeting with TLC (AM, JR) and SCHSB (LM, CC, AW, TS) held 14 Aug 24. Topics raised were:
 - i. Current issues: BN/Reg/Tx policies - (see Registration policy on website for clarifications made on name changes, registration documents, direct registrations), directions and fees for transactions (to work with registrar to improve), Minutes-access password (to be made unavailable to guests), mislocated members, , return states to 'region' status for easier searching, improve instructions for members on GR for each type of transaction. Time until animal sold to 'unknown' with no further transactions (member-initiated transfer or registering lambs) before changing status to 'dead' will be 3 years, not 1. Sheep survey after cloud-based GR software program transition is complete (transition scheduled for mid-September) and welcome package with promotional materials issue will be decided when time permits.
 - ii. New Issues : Apparent mismatch between transaction numbers recorded by payment data vs Grassroots transactions reports. Issue will be raised and meeting will be scheduled ASAP with Alison Martin of TLC.

2. Communications/Website

- a. Newsletter email resulted in 70.7% open rate with 46 clicks on content. Good rates.
- b. Advertising Discussion:
 - i. Facebook Advertising - correction to August 12 2024 meeting minutes: \$75 allotted annually for facebook advertising, timed to work with other events for max effectiveness. Motion by AW, 2nd by EH. Previous \$42 ad resulted in 491 clicks, 12K views - target audience.

- ii. Advertising and Print annual budget amount combine resulting in funds for
 - 1. American Sheep Industry advertising - appx \$90 for 3 monthly newsletter issues, 1/12 page ad Nov/Dec 2024, Jan 2025 .
 - 2. The Livestock Conservancy - \$144 for business card size ad for 4 issues of newsletter (Winter/Spring/Summer/Fall 2025 LM
 - 3. Motion for both CC, 2nd AW, unanimous approval after managing budget allocations to cover costs.

3. Genetics Project

- a. Future planning. - TS
 - i. Consultants and advisors contact now provided.
 - ii. Confirm if Dr Murdoch is willing/able to provide further genetic interpretation services for considered sheep in “Genetic Recovery Program”
 - iii. Dr Murdoch has data, will share with other researchers. Two new researchers Hannah Teddleton now PhD student at UTenn from WVU - See Sept 2024 issue of ASIA News
- b. Project Summary through Jun 2024 being written for SCHSB record. LM
- c. Possible USDA grant application for NSIP participation sponsorship - asa KHSIA did.

4. Financial Updates

- a. Treasurer Report CC Current Balance 31 Aug 24 is \$18,288.99. Bills due soon include GR payment.
- b. Re-establishing IRS Non-profit status (\$600) will begin soon to complete in 2025. Return will be filed as in all years past LM

5. 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 annual meeting requirements - financial report, report of the activities of SCHSB. Can discuss nominations and elections but nominations must be followed up by written email/mail to secretary (LM), and voting is done via electronic ballot. (non-member professional J. Hammond likely to be able to manage elections)
- d. Topic- Solar Grazing Opportunities - 2 speakers

6. Elections Dec 2024

- a. 1 vacant seat even if all current directors with expiring terms wish to run - (JW, AW, LM, CC,TS).
- b. JW to contact interested candidate, MN.
- c. LM to contact JH who has interest form completed.
- d. 1 Sep to 1 Oct for nominations, acceptances by 15 Oct. Later candidates accepted only if more openings exist than candidates.
- e. JW to confirm J. Hammond willing to assist with voting again.
Non-member adds impartiality.

Next meeting: Monday Oct 14, 2024 7 PM Eastern, Motion to adjourn AW, 2nd CC.
Unanimous assent.