

Minutes for SCHSB BoD Meeting 14 Oct 2024

Present: Crystal Criswell, Elizabeth Hernandez, Lori Marion, Tara Seltz, Jason Webster, Amy Wheeler present. Tamara Lambding-Abney absent. Member Guest Glenna Wilder

1. Approval of 9 Sept 2024 meeting minutes: Motion to approve AW, 2nd EH, unanimous approval.
2. Balance as of 30 Sept \$18,696.53 CC
3. A member requested and was invited to speak on Loss of Classified Ads on Website.
 - a. Classifieds served a marketing function, that is not met by listing animals for sale on GR - different process
 - i. Can't post pre-lambing announcement to potential buyers but can advertise birth notified wethers, ewe and ram lambs.
 - ii. GR access less 'friendly' for buyer - must navigate to 2nd website and log in
 - b. Fewer inquiries since change-over
 - c. Options discussed - Immediate action - Make directions for more prominent on SCHSB website for accessing GR Sale listings
 - d. Longer-term - Board to further explore other options for advertising that preserves security - LM will report to GW. See Item 2, Communications/Website/Newsletter/Advertising

Agenda Items

1. Registry/Grassroots
 - a. Meeting 1 October 2024, A. Martin (TLC), LM, CC present.
 - b. Clarifications for Registrar verified by board - found in Registration Rules at <https://stcroixsheep.org/wp-content/uploads/2023/11/SCHSB-Forms-Regulations.pdf>
 - i. ODTL (Owner of Dam at Time of Lambing) must register. lamb/sheep as the first registered owner. Transfer to buyer if sold is a separate transaction.
 - ii. Transfers-in of SCHSIA sheep are incur a registration fee (in SCHSB) and a fee for transfer to the SCHSB member). Motion by AW, 2nd by CC, unanimous approval.
 - iii. If documents are required for registration and/or transfer, SCHSB requires submitting original documents via mail, or photo or scan of original. Keeping a copy of all documents in case of loss of questions is always advised.

- iv. Membership renewal is \$25 for 1 year from date of payment. Membership year is *not* backdated to date of expiration if previous membership if any.
- c. Apparent mismatch between transaction reports and recorded payments largely accounted for at 1 Oct meeting, with increased accuracy of reported data.
- d. TLC monitoring GR function on mobile app for accuracy of transaction charges.
- e. Consideration of TLC/GR changes - remove BN option, contracting services directly with GR. No decisions made.

2. Communications/Website

a. Advertising/Marketing:

- i. Facebook video reels, instagram, etc update - Suggestion: use a different approach for facebook ads; target states in which we have few/no flocks? Motion CC, 2nd EH, unanimous.
- ii. Image and request sent to ASIA, first run to be in November, no invoice sent yet - CC
- iii. Livestock Conservancy - business card size ad in next 4 newsletters requested starting with winter issue, they have image. No invoice sent yet . LM

b. Classifieds Discussion - No decision made, explore options, continue discussion next meeting

Options

- i. LivestockMarket.com [LivestockMarket.com | Livestock For Sale](https://www.livestockmarket.com)- classifieds = private sale, pay to promote listing, \$75 per month per ad. Also has auctions but not for sheep.
- ii. Live auction- PL Auctions (production Livestock) <\$5K = 10% commission, no fee unless sold, Hosting an auction (St Croix sheep from SCHSB) \$750+2% commission. Member auction 2nd Saturday of month, 2% commission, transaction is between buyer and seller
- iii. Hitchpin.com "Storefront" or individual ad, Referral code to members, places ad in SCHSB market place, fee only if hitchpin promotes and completes transaction 2.5%, has their own payment system to protect buyer and seller.
SCHSB-managed options
- iv. Business card-sized ads for farms in newsletter a/o website. No sheep listed. Less upkeep, only need to manage one ad for farm, not per sheep. Ads get outdated, newsletter reaches current members rather

public, but website may be better. Buyer still needs to call to learn about sheep available.

- v. Website classifieds: as previously - have to build and add plug-in, needs ongoing management (could be done by member volunteer who is not a director) , requires review of submitted ads to weed out inappropriate (other breeds, commercial sale of other items (equipment, etc), non-related items. Requires auto-expiration or review to remove outdated ads. Member's contact info voluntarily put into ad, is available to bots scanning websites for contact info for various unsolicited ads, scams..
- vi. Annual Breeders' Directory - PDF, on website. Use permissions granted in GR. Can pay for business card sized ad in directory, as well as standard entry of GR data on farm. No specific sheep advertised.
- vii. SCHSB assistance with using what is already available: More prominent display on SCHSB website of GR sale animals, more instructions on how to navigate to and use site, more welcoming guest landing page on GR with better instructions, articles in newsletter - this is directed at members mostly, not new buyers, interested public.

3. Genetics Project

a. Future planning. - TS

- i. Dr Murdoch has 60K SNP data, will share with other researchers. Hannah Teddleton now PhD student at UTenn from WVU and Dr Bowdridge are/have studied St Croix genetics. Motion to offer data to researchers LM, 2nd CC, unanimous approval.

4. Financial Updates

a. Treasurer Report CC Current Balance 30 Sept 24 is \$18,696.53.

b. Discussion of balance earning opportunities

- i. Motion to move \$2000 from checking to interest-earning money market fund CC, 2nd LM, unanimously approved.
- ii. Motion to move \$5000 to interest earning 6 month CD Motion CC, 2nd LM, unanimously approved.
- iii. Discussion of possibility of investing interest earned and/or set amount in membership programs such as youth mini-grants for flock starting, scholarships to attend annual meeting, cost share to have their sheep dna tested. Proposals approved in general, formulate more specific plans.

5. Annual Meeting Planning - virtual meeting

- a. 19 Oct 24 Saturday, 6-8 PM Eastern (time approved via workspace vote)

- b. Business portion of meeting, contain financial report, activities report (GR and Genetic Project and Elections:
 - i. GR improving service, problems being worked on, use of sale animal listing, website or other classifieds option discussion,
 - ii. Genetics Project: thank you to committee, 3 basic categories of uses proposed;
 - iii. Advertising and marketing devpts - social media presence, banner, pamphlets, cards, magnets, advertisements,
 - iv. Elections coming, soliciting nominations, look for member ballot in email.
- c. Crystal creating power point, Jason to host, CC finances, LM GR and genetics (review), Advertising EH, Derek and Walter speaking on opportunities for solar grazing, followed by Jason on benefits of solar grazing for flock and producer.

6. Elections Dec 2024

- a. 1 vacant seat with all current directors with expiring terms indicating wish to run - (JW, AW, LM, CC,TS). Sample (previous) bios are available to candidates to view
- b. Discussion on desirability of having neutral party assist with online balloting. Non-member adds impartiality and confidence in board. Motion to allot \$200 for Jody Hammond to manage electronic voting LM, 2nd CC, unanimously approved.
- c. Election is the first Tuesday of December - with voting open from weekend prior. Dec 3, 2024.

Next meeting: Monday Nov 11, 2024 7 PM Eastern, Motion to adjourn JW, 2nd CC. Unanimous assent.