

Minutes for SCHSB BoD Meeting 11 Nov 2024, 7 pm Eastern

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

1. Approval of 14 Oct 2024 meeting minutes: Motion to approve CC, 2nd AW , unanimous approval.
2. Balance as of 31 Oct 24 \$20,004.42
3. LM reported back to member Glenna Wilder on 14 Oct 24 discussion on classified advertising on website. Will further update with decisions made at Nov meeting.

## Agenda Items

1. Registry/Grassroots
  - a. Will be working with registrar to improve, clarify instructions in GR for member search, animal search, register and transfer previously notified and register previously notified, as well as improve welcome and information for guests, especially for sale listings.
  - b. Discussion on whether to continue Birth Notifications, IF it is possible for TLC/registrar to remove this step. Decision - do not pursue removal of Birth Notification step. (Can BN and register at one time, but can't transfer until reg is complete, so no change; can offer BN'd only animals for sale without registration, keeps track of offspring whether registered or not, members have spent 1 year learning BN process, unnecessary change is disruptive)
  - c. TLC monitoring GR function on mobile app for accuracy of transaction charges.
  - d. Continue to track service issues, consider contracting directly with GR if needed.
2. Communications/Website
  - a. Advertising/Marketing:
    - i. Facebook video reels, instagram, etc update - Plan to advertise timed to high lamb availability (late Jan/Feb), include in 2025 budget.
    - ii. Also plan advertising and promotion budget to include covering fees for members appear as SCHSB reps at educational and/or sale events with board approval of event.
    - iii. ASIA ad in monthly newsletter for SCHSB appeared Nov 2024, invoice received, will be paid

- iv. TLC ad in Fall quarterly newsletter appeared - no invoice yet received.
- b. Classifieds Discussion - Further discussion of options below.
- Decisions: GR is our 'classifieds' for sale. Make Guest log-in more welcoming, more directions on finding sheep for sale. Add link to Hitchpin.com on SCHSB website. Encourage members to explore if more marketing options are needed. Possible list of marketing options for members on website (GR, Personal farm website listing, Craig's list, Hitchpin, Barn to Door). Producers have different marketing needs based on individual characteristics.
- Options Considered:
- i. LivestockMarket.com [LivestockMarket.com](http://LivestockMarket.com) | [Livestock For Sale](http://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

- i. Hannah Teddleton now PhD student at UTenn from WVU and Dr Bowdridge, and Dr Greiner letters written, to be sent via email asap.
- ii. Next step - attempt to sample less-represented groups to ensure inclusion
  1. Possible sources of funding: UVI Research Associate contact, Dr Sponenberg,
  2. Budgeting costs if no grant in January \$600 estimate
- iii. Consider method to allow SCHSB members to voluntarily test their own sheep at their own cost, but add data to the data set.
- iv. Genetic Rescue guidelines basics discussed.
  1. Minimum of 5 sheep per flock considered for readmission
  2. Owner input- why do you believe these sheep are purebred? Flock management practices - permanent id, parentage records, presence of other breeds on premises, lambing practices, selection practices, observation of parasite resistance, maternal traits, other breed strengths
  3. 4 photos to evaluate phenotypic likeness.

### 4. Financial Updates

- a. Treasurer Report CC Current Balance 31 Oct 24 is \$20,004.42.
- b. Discussion of balance earning opportunities
  - i. Portion of non-interest bearing account moved to interest-earning money market fund.
  - ii. Additional portion moved to interest-earning 6 month CD. .
  - iii. Evaluate and budget for membership programs at January 2025 budgeting meeting.

### 5. Elections Dec 2024

- a. TLA nominated candidate for 1 vacant seat remaining with all current directors with expiring terms indicating wish to run - (JW, AW, LM, CC,TS). LM to contact to outline process.
- b. Contact non-member neutral party Jody Hammond for electronic election balloting.
- c. All candidates submit bios by Nov 17 for inclusion in emails from election service, on website.
- d. Election is the first Tuesday of December - with voting open from weekend prior. Dec 3, 2024.

6. Annual meeting review:

- a. Not great attendance, consider different date for video meetings - Fall busy with farming and various fall events
- b. Next year, proposal is for in-person meeting, tied to educational event  
Suggested were Ozark Farm Fest, Indiana Hair Sheep Symposium, ASIA meeting, educational events at sales as at San Angelo TX auction
- c. Annual meeting business portion power point presentation to be posted.

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