

Minutes for SCHSB BoD Meeting - 9 Feb 2026, 7:00pm Eastern

- I. Meeting called to order 9 Feb 2026, 7:11pm Eastern by JW
- II. Attendance - JW, LM, AW, KB, CC, EH
- III. Motion to accept minutes of Jan 12th, 2026 meeting minutes made by CC, 2nd LM - Motion passes.
- IV. Treasurer Report - Tabled until next BOD meeting - KB
- V. Officer Reports
 - Brought up AF, PM, and SG as possible director appointees
 - JW will contact them via phone
- VI. Old Business
 - A. Grassroots Registry - LM
 1. No new issues to report
 2. LM to meet with TLC over pricing March 11th
 3. 2 proposals sent by LR with pricing and additions SCHSB may be interested in. LR to make change in PDF registration papers instead of printed papers mailed to producers. Can be printed by producers. PDF are safer.
 - Tabled until 2026 budget can be gone over.
 - B. Genetics Project - LM
 1. Emailed GenomNZ to send reports to Dr. Murdoch on Jan 29th
 2. Spreadsheet complete, still need to delete individual reports.
 3. After completing analysis, we will need to evaluate all info available then it's up to the BoD whether animals can be added or not.
 - Universities and Labs have been told TS resigned and LM will be taking over.
 - C. Website/Newsletter - CC
 1. Change from newsletter to periodic announcement email and SMS alerts. Very small amount of membership actually click on article links and open newsletter. Better off just announcing upcoming events.
 - If membership want to submit an article it will still be posted on the website.
 2. No new classifies ads.
 - D. Advertising - CC
 1. No new sales on tumblers.
 - Based on question from Annual Meeting - No we don't want any merch. We are too spread out and keeping inventory would be too cost prohibitive.
 - E. Social Media - EH

1. Facebook business page
 - a. Need at least 5 interactions on posts (likes, shares, comments)
 - b. 5268 views in 28 days
 - c. photos 56% engagement, reels 22.4% engagement
 - d. Of those engagements, 79% came from followers, 21% non-followers.
 - e. Only a 1% increase in followers, engagement very low
- F. Water Trough Chats - All
 - Potential topic - lambing? JW, AW, LM, CC to be there.
- G. Annual Business Meeting - All
 - Went really well. AF and PM offered a lot of feedback.

VI. New Business

A. Advertising/Promotion

1. Appalachian Grazing Conference
 - a. CC to go to Point Pleasant, WV May 2nd, \$75 for 1 vendor table, additional attendees \$25 each.
 - b. KB to go to Wardenville, WV Apr 30th, table at each event costs only \$125.
 - c. LM made motion to pay \$75 vendor fee, amended to \$125 vendor fee for both tables. AW 2nd. Motion passed.
 - d. LM to ship banner to KB.

B. Treasurer business

1. Get a 2nd signatory on checking and other financial accounts.
 - AW made a motion to retain CC to be a 2nd signatory for 6 months, JW to be signatory for 2026 alongside Treasurer KB. LM 2nd. Motion passed.
2. If we want to use the Integrated Invoice System with GR we would need to upgrade accounting software to [Xero.com](https://www.xero.com). Cost is \$55/month but they often have new account discounts. Currently has a deal for \$8.25/month for 6 months and then \$55/month for remaining 6 months.
 - Currently paying \$179/year for Treasurer's Briefcase but it can't do invoicing and doesn't work with GR program.
 - CC got Treasurer's Briefcase to pause billing us on Feb 12th via Google Chat.
 - Tabled discussion until after 2026 Budget complete.
3. [Xero.com](https://www.xero.com) uses Stripe so we would need to sign up for this as well. No cost.
 - Tabled alongside [Xero.com](https://www.xero.com) until 2026 Budget complete.

C. Google Workspace

- Tabled until more research can be done about options to record meetings for later viewing.
- Via Google chats, CC offered to donate her paid zoom account as long as she is a director for SCHSB to utilize.

D. SMS Texting

- Tabled until 2026 Budget complete.

E. Missed in January minutes.

1. Google Chats: The phone number was hard coded into the website and required CC husband (or other web expert) to remove it. Also, a member reported that the menu doesn't work when accessing the site on their mobile, CC confirmed this. CC made a motion to pay Chris Criswell \$50 to make these edits/repairs. EH 2nd it. Motion passes Jan 29th, 2026.

VII. Next meeting March 9th, 2026, 7pm Eastern

VIII. AW motion to adjourn meeting, CC 2nd - motion passed. Meeting adjourned 9:57 Eastern.