

**KGBA Board Meeting Minutes
October 19, 2020**

Call to order: 8:32 pm

Members present: Sue Beck, Ashley Kennedy, Lisa LaRose, John James, Stephanie Lounsberry Griffin
Excused: Kathrin Bateman, Stefanie Idzikowski

1. Approval of Minutes Motioned by Ashley, Seconded by John, approved
2. Approval of Treasurer's Report – Motioned by Stephanie, seconded by Ashley, approved

Treasurer's Report September 2020

	<u>August 31, 2020</u>	<u>September 30, 2020</u>
Checking-	\$29,686.70	\$28,806.75
Savings-	\$15,528.48	\$15,528.60
PayPal-	\$ 424.17	\$. 448.14
Totals-	\$45,639.35	\$44,783.49

YTD Exp-	\$ 1,292.73	\$. 3,010.68
YTD Income-	\$ 10,093.63	\$10,931.63

Monthly Expenses: September

Fees/refunds	\$ 23.00
Promotions Board expenses	\$ 12.64
Registrar expenses	\$ 906.01. (This includes receipts from 2018, 2019, 2020)
Newsletters	<u>\$ 776.30</u>
Total	\$1,717.95

3. Reports of Officers, Boards, Standing Committees.

1. Show committee update – All shows for 2020 have been cancelled. The online show will be extended until the end of November. We will post something in the next newsletter. John announced the Northeast Ohio Kinder show on June 5 & 6, 2021 dependent on the Covid19 situation.
2. Newsletter committee update – Fall newsletter is in the works.
3. Evaluation Committee – Nothing at this time.
4. Youth Development Committee update – John sent photos from the Mahoning County Jr. Fair show to Kathrin to use in the upcoming newsletter. Also sent to Kelsee to add to the website. We have photo releases for all youth. John updated youth manual and sent to Stephanie. Once John & Stephanie are in agreement on changes, it will be sent to Kelsee to update on the website.

5. Budget committee - done for year.

6. Nomination Committee – ballots and bios went out with amendment proposals included.

7. Promotional Committee - Kendra has agreed to start helping Kelsee with editing and content of the website. Recent web articles include one in Grit magazine in August. The link is:

<https://www.grit.com/animals/livestock/sheep/why-shetland-sheep-and-kinder-goats-zb0z2008>.

A TV news article dated 08/25/20 about a youth getting the community involved with Kinder Goats was also found at this link: <https://wsilvtv.com/2020/08/25/wicked-awesome-kid-august-25-2020/>.

4. Special Orders - none

5. Unfinished Business and General Orders.

1. Registry software- Dan (the owner of the company) has personally taken over completion of the project. He should have this completed in a timely manner.

6. New Business -

A. A number of members have emailed suggestions and concerns over the last few weeks. A compilation of emails was provided to all members. We will all review and once we are all in agreement on how to handle each one, we will respond to the members individually and include the comments (anonymously) with our response in the upcoming newsletter. Most of the issues seem to deal with social media and how to improve promotion. Lisa brought up our growth rate and the need to be cautious in how we promote and expand the breed. We also discussed what duties the Association has to promote goats. It was agreed that while the board does some promotion, it is also up to local breeders to promote their product.

The board discussed adding a social media coordinator with the biggest issue being how to integrate a volunteer social media coordinator into board activity and coordinate with Kelsee. We will continue to follow this subject as it seems to be of interest to many members.

Sue discussed that we could invite people who want to communicate with the board to email the KGBA email and all board members. Ashley felt that we need to maintain communication through the KGBA email so that a single board member is not placed on the spot, and it establishes a paper trail. John suggested using a “bcc” link for emails but then Ashley described the number of emails she gets that are routine registration questions, so John withdrew the suggestion. Ashley suggested

we continue the current method of handling emails and sending a compilation of the emails since the last meeting a week before the board meeting for everyone to review.

John suggested that we do a little self-promotion on the accomplishments of the KGBA over the last several years. Stephanie suggested that we have a regular column in the newsletter called “What has the board done for you”. Everyone was in agreement that we need to get the word out about the good things happening with the KGBA.

- B. Ashley mentioned that she has been working on the meat incentive program and will send a draft to the members soon.

7. Adjournment Motioned by Stephanie and seconded by Lisa.. Meeting ended at 8:27 pm

To Do List

Convert pedigree program online - in process

Convert to new registry software - in process

Scorecard and breed standard update (ongoing)

Meat incentive program

Video how-to on registration forms (after new registry is complete)

Rulings

Newsletter Items

Announcements on shows