

American Boer Goat Association

Board of Directors

Face to Face Meeting, Atlanta GA

Day 1

Meeting began at 8:00 EST.

Roll Call: Directors Present

Ken Baty-R2

Kim Morgan-R9

Leah Maertens-R3

Kim Veal-R10

Lauren Green-R6

Dan Elliott-R11 Via Zoom

Cameron Drew-R14

Chuck Fitzwater- R12

Gage Taylor-R7

Brad Mackey-R13

Mike Reis-R5

Casey McClain-R7

Sam Knott-R8

Rosalinda Vizina-R1

Staff Present: Katherine Klug

Porschea Vann

Hannah Jenkins

Members Attending:

Drew Williams

Randall White

Lane Reigle

Tim and Rebecca Knotts

Brenda Fitzwater

Allison Richmond

Zach and Elizabeth Westfall arrived at 12:30 EST.

Approval of the Agenda

Kevin Richmond asked for the approval of the meeting agenda. Ken Baty makes the motion. Chuck Fitzwater seconds. Voice Vote Motion Passes

Social Media Policy (Old Business)

Kevin was asked to review old minutes to see if there is a Social Media Policy. In September 2014, the Executive Committee sent notice to the ABGA Board of Directors for the need to create a Social Media policy; however, in researching the minutes, there was nothing brought forward.

Brad Mackey makes a motion to send the development of a Social Media policy to the Rules and Regs committee. Ken Baty 2nds. Voice vote. Motion Passes.

Discussion concerning how vague the new Code of Ethics addresses Social Media and that there may be a need to send to the Attorney for creation and/or guidance. We can't be picking and choosing who to

enforce upon and how you enforce it. What qualifies as being ugly on social media? Shouldn't it go through the 900 process?

Chuck Fitzwater makes a motion to send to the Attorney to write something up within 90 days or review the Code of Ethics section pertaining to social media. Mike Reis seconds. Roll Call Vote: Yes, Rosalinda Vizina, Ken Baty, Mike Reis, Casey McClain, Sam Knott, Kim Morgan, Dan Elliott, Chuck Fitzwater. No: Leah Maertens, Lauren Green, Gage Taylor, Kim Veal, Brad Mackey, Cameron Drew. Motion Passes.

Outstanding Letters to Members (Old Business)

All letters that Kevin has been asked to send have been sent, but we have not received replies yet. One of the receivers reached out to Cameron Drew and she told them to send an email to Kevin Richmond and Ken Baty

Executive Committee Vacancy

Kevin asked the attorney to review the By-Laws and there are two sentences that conflict each other in relation to the Vice President and Past President being the same individual. The attorney said this should be addressed during the next By-Law change.

Leah Maertens made a motion to add a 7th member to the Executive Committee. Gage Taylor seconds. Voice vote. Motion Passes.

Leah Maertens nominates Cameron Drew

Kim Morgan nominates Chuck Fitzwater

Gage Taylor moves to cease nominations. Leah Maertens seconds. Voice vote. Motion Passes.

Banned Member Discussion (Old Business)

Gage Taylor moves to enter executive session at 8:28am and Cameron Drew seconds. Voice vote. Motion Passes

Ken Baty makes a motion to leave executive session at 9:09am. Leah Maertens seconds. Voice vote. Motion Passes.

Leah Maertens makes a motion to add the Banned Member list back on the website and to be added to the Show Secretary Packet. Brad Mackey seconds. Voice vote. Motion Passes.

Cameron Drew makes a motion for a 5-minute recess. Casey McClain seconds. Voice vote. Motion Passes

Website Calendar

Discussion around the need for a member benefit to add educational events and sales to be added to the ABGA website. This would be an added member benefit and add additional views to our website. Our old calendar was more user friendly, so there was a discussion around an additional calendar. Potential options for Sales flyers and links to sale catalogs.

Leah Maertens makes a motion to add calendar to the website for industry sales promoting ABGA members and animals. Gage Taylor seconds. Voice vote. Motion Passes.

The need for 2024 will be to get the new calendar available by mid-February. Katherine Klug will work with the office to get this on the website before the Spring Sales.

In addition to the sales calendar, there was additional discussion concerning a separate calendar for educational resources. Learning opportunities where our members can find educational materials or seminars.

Cameron Drew makes a motion to add an educational calendar to the website. Casey McClain seconds. Voice Vote. Motion Passes.

Executive Committee Ballot Results

9 for Chuck Fitzwater

6 for Cameron Drew

Chuck Fitzwater to join the Executive Committee.

Signage for the ABGA Office

The original quotes from when the ABGA was built could not be found. A discussion concerning the style of signage we would like. A rock sign with a Boer head, along with solar lights and flagpole holding American Flag and ABGA Flag was landed on. It was determined that we could possibly pay for the sign with donations. We will still need to look into pricing and permits.

Sam Knott makes a motion to approve \$5000 to be spent for signage, earmarked to be spent within the month of December to be offset by member donations. Mike Reis 2nds. Voice Vote Motion passes.

Gage Taylor moves to recess at 9:38am EST. Leah Maerten seconds. Voice Vote. Motion Passes

Meeting Resumes at 9:55am EST.

Office Update

Porschea Vann introduced herself to the Board of Directors and has been with the ABGA for a month. She was an office manager in her past position and has a military background. The primary issues she has seen in the office revolve around managerial stuff that simply needs ironed out and improved upon. Other items mentioned in the office update discussion:

- The atmosphere of the office has greatly improved.
- Moving in a good direction
- Jobs have evolved over the past six months to cope with iCompete.
- Still have extensive turnover
- Once iCompete is fully functional the resources in the office working through the issues will be able to transition to other responsibilities and/or be there for future growth and moved to other tasks within the office.
- We are still in crisis mode and once we get caught up, we will be able to invest in technology and customer service training.
- The Board of Directors are asked if there are any tools needed to help.

iCompete

Katherine Klug is still working very closely with our vendor to get the system updates completed to improve iCompete. The company is not providing current timelines of when things will be completed based on our requests of how we want to see it. There was discussion concerning the possibility of offering an invitation for our iCompete contact to travel to San Angelo to see the office firsthand.

There was additional discussion of hiring an external tech person to work on iCompete and to somehow help write the coding, but no action was taken on this discussion at this time.

All show results that have been **submitted** to the office will be in iCompete by this weekend. They will now focus on any cleanup from the transfer of show information from the blue screen.

Sire of Merit and Doe of Excellence

iCompete does not automatically award SOM or DOE, so a new form was created to apply for these titles like we currently have for ennoblement.

Chuck Fitzwater makes the motion to charge \$20 for SOM and DOE form processing. Brad Mackey seconds. Voice vote. Motion Passes.

Percentage Bucks-Sire of Merit status and Fullblood Does-Doe of Excellence

It has been passed by previous boards to award Sire of Merit to percentage bucks and Doe of Excellence to Fullblood does; however, the ruling had to be rescinded due to the system freeze with ABRI and the inability to update the system to track the points. Now that we are in the development stages with iCompete we can now set the system up to track both.

Ken Baty makes the motion to allow percentage bucks to get Sire of Merit and fullblood does to get Doe of Excellence. Chuck Fitzwater seconds. Voice vote. Motion Passes.

Katherine Klug presented the rule changes to 1300 and 1301.

Ken Baty makes the motion to accept the 1300 and 1301 rule changes. Chuck Fitzwater seconds. Voice vote. Motion passes.

There was discussion of updating the verbiage to remove "Percentage Doe of Excellence" and just have "Doe of Excellence".

Ken Baty makes a motion to change the wording from Percentage Doe of Excellence to just Doe of Excellence. Gage Taylor seconds. Voice vote. Motion passes.

Additional discussion concerning the issue with Sire of Merit and Doe of Excellence does not show on pedigrees and we should have the ability to correct that now.

Ken makes a motion to add the abbreviation of SOM and DOE to the pedigree. Lauren Green seconds, Voice vote. Motion passes.

Purebred Breed up Proposal

Presentation by Sam Knott and the committee work on the Purebred Doe breed-up proposal.

The ABGA is the largest Boer goat association in the world. There are four sections of the ABGA.

Fullblood, Percentage, Purebred, Commercial. Purebreds are the most neglected section compared to the Percentages and Fullbloods. Purebreds typically bring less than their counterparts and the Boer goat is a composite breed.

Our options:

- Do nothing.
- Do away with purebreds and make them percentages.
- Do away with purebreds and make them fullbloods.
- Allow for a breed up option to bring some upside to raising purebreds: 99% purebred does to obtain fullblood classification.

- Completely do away with purebreds and make them percentages, with the exception of 99% purebred does and have them eligible for a breed-up fullblood status.

Discussion concerning the proposal options. The proposal is simple and easy to comply with yet keeps integrity and in our breed standards. We need to identify and promote those purebred does to the fullblood herdbook that exemplify the ideal breed standard and increase the genetic diversity of the American Fullblood Boer Goat. The course chosen should not devalue the fullbloods. The purpose of the percentage registry was to influence the Boer goat and our genetic pool is dwindling down.

The board went through the options and removed Option 1, Do nothing.

Leah makes a motion to recess for lunch at 11:46 EST. Cameron Drew seconds. Voice vote. Motion passes.

Return from lunch at 12:32 EST.

Purebred Breed Up Proposal-continued

Ken Baty moves to eliminate Option 1, Do Nothing. Brad Mackey seconds. Voice vote. Motion passes.

Sam Knott proposed to the board a combined option of 2&5:

In 2024, purebred does are eligible for breed up to fullblood status with (DNA qualification, 2 inspections, and \$50 fee). In 2025, we will completely do away with purebred registry and make them percentages that are eligible for the breed up. Communicate, Educate, Prepare and Launch in **2025**.

Brad Mackey makes a motion to accept the proposal from the committee. Mike Reis secs.

Gage Taylor makes a motion to amend lowering the percentage from 99% to 97%. Leah Maertens seconds. Roll Call Vote. Yes; Leah Maertens, Mike Reis, Lauren Green, Gage Taylor. No: Rosalinda Vizina, Ken Baty, Casey McClain, Sam Knott, Kim Morgan, Kim Veal, Chuck Fitzwater, Brad Mackey, Cameron Drew. Motion Fails.

Cameron moves that we go back to the original motion on the table. Mike Reis seconds. Roll Call Vote; Yes, Rosalinda Vizina, Ken Baty, Mike Reis, Lauren Green, Casey McClain, Sam Knott, Kim Morgan, Kim Veal, Chuck Fitzwater, Brad Mackey. No: Leah Maertens, Gage Taylor, Cameron Drew. Motion Passes.

Placing Ribbons

A proposal was brought forward to pilot a placing ribbon purchase option for sanctioned shows for one year. This would allow sanctioned shows to purchase placing ribbons for \$65 and the cost is dollar for dollar.

Brad Mackey makes the motion to accept the proposal to pilot offering placing ribbons for \$65. Lauren Green seconds. Voice vote. Motion Passes.

Breed Standards-Laboer

The survey results for the Facebook survey:

795 total votes by ABGA count with 37 votes thrown out.

244 votes yes to DQ.

514 votes to not DQ them.

Lane Reigle gave a presentation submitted by the Breed Standards Committee proposing to keep the ears a DQ.

Discussion concerning Survey results and how it feels like the show ring is dictating the standards, not the standards dictating the show ring.

No action was taken, and elf ears will remain a DQ as clarified in the breed standards.

Marketing Brochure

One of the old brochures were found in the office and the Marketing Committee wanted to bring it forward to see if the board was interested in updating the pamphlets to be given out for marketing and to “brand” the business. The board found this to be very beneficial in the future.

Cameron Drew requested that they also look at creating a single sided flat small poster that can be displayed in feed stores and other locations.

The Marketing Committee will work on updating and will present back to the board.

Regional Show and JABGA Sanctioning Proposal

A presentation was given concerning the current regional show structure and how we rely on the Show Secretary to carry the risk/burden of the show. The ABGA should play a bigger role. With this, regional shows would have a host and the ABGA will have a bigger role in all aspects. In doing this, all fundraising monies will go through the ABGA.

Regional Show Proposal

- ABGA to play a much larger part.
- Decrease the Regional Shows down to one per region.
- Focus entirely on kids with no open show.
- Utilize a show chair in the region to help the ABGA with finding location, banquet options, etc.
- ABGA will pay all of the bills.
- ABGA will be the one opening entries.
- ABGA runs all contests and takes care of secretarial work.
- More involvement from the JABGA board.
- Would take effect, July-2024.
- Expense would be roughly \$16,000 per regional (\$13,000 now)

Discussion concerning how past hosts may feel unappreciated/uninvolved. Would the elimination of an open show hurt attendance? Are we worried about the increase in staff workload?

Casey McClain moves to accept the proposal to reduce the number of Regional Shows to 5 for the 2024-2025 show season and for the ABGA to play a larger role by taking on financial and organizational responsibilities. Ken Baty seconds. Voice vote. Motion Passes.

JABGA Points Proposal

A proposal was given concerning increasing the involvement in JABGA sanctioned shows to increase involvement outside of the regional program.

- Point series for JABGA sanctioned shows with points similar to regional program scale.
- Large shows classify double points.
- Awards by area.
- Points would be based by region only.

Discussion concerning the JABGA ennoblement program and how it doesn't really have a lot of growth. Provides encouragement for Show Secretaries to host JABGA shows with their open shows. Costs should be offset by an anticipated increase in membership.

Ken Baty makes the motion to approve the JABGA Points Proposal. Cameron Drew seconds. Voice vote. Motion Passes.

Cameron Drew asked that we send over for the JABGA board to look at how we can implement a way for FFA kids to declare an animal(s) so that they can show in JABGA shows similar to what 4H does,

Commercial Division Proposal

The last proposal was to create a points system for all wether and commercial doe shows to increase involvement in the JABGA. Start date would be July 1, 2024, and would be very similar to the JABGA proposal as it will be based on area. Costs would be \$3000 per area and to possibly do a pilot program to garner interest. After the pilot, charge a sanctioning fee for it. Bonus points for registered animals to provide incentive for someone to register commercial/market animals.

Gage Taylor makes the motion to accept the commercial division proposal. Brad Mackey seconds. Voice vote. Motion passes.

Brad Mackey makes the motion to recess at 2:15 EST. Ken seconded. Voice vote. Motion Passes.

Meeting Resumes at 2:35 EST

National Show

Ringside Tables- Directors to provide a food listing that is specific to their region to highlight different regional foods. Baskets should have cards thanking those that have purchased ringside tables for their support. They are working with Louisville to possibly elevate tables.

Vet-Still waiting and working on getting bids.

Announcer-Matt Moravec.

National Show Rules- Review up the updated rule changes.

Kim Morgan makes the motion to approve the recommended National Show rule changes. Mike Reis seconds. Voice vote. Motion Passes.

National Show Schedule Review-The JABGA has to arrive on Friday. Saturday will be strictly for contests. Sunday is market show day and showmanship. Members meeting on Tuesday following the auction. Live Fundraising auction will be done with the banquet.

Chuck Fitzwater makes the motion to approve the show schedule with changes. Rosalinda Vizina seconds. Voice vote. Motion Passes.

National Show Logo-National show logo recommended by the National Show Committee was brought forward. There are a couple of changes necessary but would like it approved before the changes are made.

Mike Reis makes the motion to approve the National show logo with recommended changes. Kim Morgan seconds. Voice vote. Motion passes.

National Show Charity- Recommendation from the committee is the American Childhood Cancer Organization

Lauren Green makes the motion to accept ACCO as the 2024 ABGA National Charity. Chuck Fitzwater seconds. Voice vote. Motion Passes.

National Show Sponsorship-The goal is to raise more funds than last year. Lowe's and Evolution are coming in as Diamond Sponsors.

National Show Site Committee Update

A presentation was given concerning 2025 and where we are looking to be for the National Show. Louisville is not an option in 2025 as they are booked. It is extremely difficult to find facilities to meet our needs. Kansas City is right now our main option for 2025 due to other facilities already being booked.

Revisiting ABGA Board Decision

There is a need to design a cycle so things aren't constantly being reevaluated. There must be a way to track what has been addressed by past board. This will benefit the board by being more efficient and should hinder rash decisions. Could set up a style to present in one meeting and decide in the next meeting.

Discussion that this was a great idea but how could we track those decisions.

Tabled until the next meeting.

Lifetime Membership

A presentation from the Finance Committee was given on the benefits of the Lifetime Membership.

Benefits to ABGA and its Members.

- Cost Savings
- Inflation Hedge (Protection from future membership fee increases)
- Continuous Learning Opportunities
- Networking Opportunities
- Recognition (What do we offer those who chose to become lifetime members? Farm Sign?)
- Discounts possibly for registration and transfers???
- Premium Content (Future goal)
- Immediate revenue for the ABGA.

Cameron Drew makes the motion to adopt the Finance Committees guidelines for the Lifetime Membership option. Lauren Green seconds. Voice vote. Motion Passes.

In addition, the presentation reflects that the income generated would go into a separate account and allocated annually. The income would not be recognized all in one year. The Finance Committee presented three different types of accounts to hold these funds in as their options from the Bank and their Committee.

Kim Morgan makes the motion to accept the proposal of the Finance Committee related to the handling of the funds in a separate account and to choose the option tying these funds to the US Treasuries option. Kim Veal seconds. Voice vote. Motion Passes.

Ken Baty makes a motion to recess at 4:33pm EST. Mike Reis seconds. Voice Vote. Motion passes.

Meeting Resumes at 4:45pm EST.

Strategic and Marketing Plan

A strategic plan is a document that outlines any company or association's goals and how they plan to achieve them.

It should include our mission statement and vision for the future. It also defines the short term and long-term objectives and provides an action plan on how to achieve the goals.

It keeps the organization focused and aligned month after month, year after year. Even with election changes and member changes on committees.

Key objectives are in Member Services, Youth Development, Retaining and developing talent, Marketing and brand awareness as well as breed improvement.

Strategic Plan for Today and the Future of the ABGA 2024-2029

- **Youth Development-Grow the JABGA membership to 3500 by 2029**
- **Dedication to our Staff- Help them help our members.**
- **Genetic Improvement-Aim for 20k DNA tests conducted between 2024-2029**
- **Development of educational resources.**
- **Brand Awareness for goat meat (80-85% of our members do not show)**

- **Work with AGF to develop a goat checkoff program.**

Leah Maertens made the motion to recess until 8:00am EST. Ken Baty seconds. Voice vote. Motion Passes.

Respectfully submitted,

Kim Morgan

ABGA Secretary