

Thursday, January 22, 2015

Sale – Event Discussion

Present: Randy Mittness, Bob Nord, Dick Walser, Dusty Martin, Mark Purfeerst, Don Schiefelbein, Neil Johnson, Kari Scholtz

Neil Johnson had requested that the directors come together again to discuss the direction we are considering for the new sale event for the Angus Association. Neil led off the discussion with the following concern; It was his feeling that when the board met last time and the Red Angus Board was also present to discuss the combining of the sale events, not all board members were aware of the direction we were attempting to take. We may have moved to fast, without more discussion as to whether or not this was truly the best situation to grow the Angus Association. If we want to make this an “Event to Attend”, he does not feel that joining the two sales would be the right direction.

With that statement the discussion was opened for other director’s comments. Below is a brief bullet point of some of the highlights shared by each board member that spoke;

Dick Walser:

- Not in favor of the date that we have selected. Feels it is too close to Christmas for a Sale and Banquet. Attendance would be hurt.
- Combining the sale with the Red Angus Breed would reduce cost and is in favor of reducing the costs. We need to be more aware of our budget that we have to work with
- Could we look at holding the Annual Meeting at a different time, other than the Sale Event?

Randy Mittness:

- Feels that we need an event to draw the members to the Annual Meeting. But is not opposed to a different time of the year. He feels that the “Jr. Field Day” may be the best option

Bob Nord:

- Liked the “Jr. Field Day” event for an option. This would allow the meeting to be moved to different locations throughout the state and would draw a better crowd from what we have had in the past. May interest other breeders to get involved at the meeting if it is not associated with the sale event.
- In favor of keeping the Sale and Annual Meeting separate events if we move the sale to December 19th weekend.

Mark Purfeerst:

- The main concern for Mark was the date. He does not feel that this is the most appealing time for a sales event. Feels that we could make it work, but feels if we move it to an earlier time during the fall we would have better response and be more successful in drawing a crowd.

- We need to get a letter out to the membership now, but we can be more general in our details of the events that are being planned for the upcoming year. If we let them know what we are working on, it may generate more feedback, and it would allow us to keep our options open for a while.

Neil Johnson:

- Neil brought up the idea of a fall event and focus more on the month of September. This way we could possibly do a State Tour, along with a banquet and an online sale/video sale.

Don Schiefelbein:

- Don encouraged us all to stay focused on what is important; stay focused on the Angus and the growth of Association.
- Look at utilizing Vern Frey. Ask for his involvement to get the enthusiasm of the Angus Breeders throughout the state.
- What do we need to do to make this change SUCESSFUL for the state of Minnesota Angus Association? Take a Chance!

There was additional open discussion amongst the board members. Red Angus has been a good option, but it is questionable if this is truly the answer that we are looking for change within the Angus Association. We need to decide on what capacity Vern could help and the different services he could provide. We need to explore this further to see what our options are and the costs to get Vern's help. It may be more money than we currently can afford, but the value he would add could bring the state together and get more buy in from the membership. A motion was made by Dick Walser that we move forward in contacting Vern to ask him if he would get involved at a higher level and to explore what is feasible. It was seconded by Neil that we explore this option. Motion was approved.

We will contact Vern, but need to be aware of the timeline. We need to be sensitive to the Red Angus wanting to move forward with us or without us. Randy will contact Mike Nordlund to let him know that we are going to take one more week to research our options before we can commit to our previous plan.

Meeting Adjourned and it was decided that we would come back together within a week through a conference call to finalize our position. In the meantime, we will get a letter out to the members with a more generalized outline of our plans.

Respectfully Submitted,

Kari Scholtz
Exec. Secretary/Treasurer