

ARBA Board Minutes

Sunday, October 18, 2020

Attending via Zoom: JoAnn Mast, secretary, and board members Penny Swearingen, Zane Van Hosen, Ken Gossard, Anne McIntyre Lahner, Patricia Sanville, Don Burgess, Emma Morton Rogers, Rick Trojanoski, Carol Pasheilich, Charlene Carlisle, Melissa Wubben and guest Phillip Simmonds.

The meeting was called to order by Don Burgess, President, at 4:04 p.m. EDT, October 18, 2020. Attendance was taken and all were welcomed to our first meeting of the newly elected board. As with previous meetings of the weekend, Zoom was used to connect for this business meeting. This method has been working well, with only limited technical concerns regarding connecting and stalling a bit.

JoAnn provided an opportunity to clarify the secretary's notes distributed prior to the meeting, and added a few notes not previously shared. Clarification was offered for the schedule to use for the 2021 election of officers, which will be outlined in the membership renewal letter. A motion by Anne, second by Charlene and vote by board approved the secretary's report.

The treasurer's report was reviewed by JoAnn. Payment from Banner Sales Management was addressed, with nothing received to date and a commitment from Greg Deakin to have payment in full to ARBA by mid-November. Don will contact Greg for an update. Melissa moved and Charlene seconded a motion to accept the treasurer's report, board voted to accept.

Old Business

Emma reported on the work completed on the descriptions of responsibilities held by each active association committee. Committee chairs compiled an overview and the descriptions have been made available for reference. Emma was thanked for getting this compiled and ready to use.

Committee Reports

Advertising – Carol reported that no recent projects had been completed, but work is going to continue on the promotional brochure used for recruitment and education for new members. She is currently in need of a graphic designer to assist with the brochure. Members of the committee include Carol, Charlene, Randy Thompson and Whitney Freeman.

Policy and Procedure – Emma is preparing to update policies for managing and promoting a National Romney Show sponsored by ARBA. Ideas and examples for use in this project are welcomed. Emma, Rick and Zane are serving on this committee.

Youth – Charlene provided an update of the youth activities offered during the annual meeting weekend. FlipGrid activity shared information from 20 individuals, youth and board members. This served as an opportunity to learn more about our membership and the activities within and outside of raising sheep. Quiz Bowl was an interactive event that included a junior and senior division for youth members. Rick, Charlene, Penny and Anne brought this activity to life with questions coming from the FlipGrid message, general sheep information and ARBA facts. Four youth took part in the junior level and 5 participated in the senior division. All will receive gift certificates and top placing youth in each division will receive an additional award. A summary of the activities will be provided in the Ramblings. Charlene also reported that 7 youth have entered 37 sheep in classes at NAILE. The open division also

has entries of 27 sheep, but no wool show will be offered. A regional wool show had been planned and entries had been accepted, but later cancelled. Thanks to Betsy McPherson and Willis Plank for taking leadership on this NAILE event. Committee members include Charlene, Patricia and Emma. Willis Plank and Stacy Schmoll have been suggested as possible participants.

Education – Anne reported on the work she and Penny completed in order to have the presentation by Melissa Wubben on Moorit color in Romneys and the panel discussion on marketing strategies that replace live fairs and festivals. Panel presenters included Whitney Freeman, Nicole Murray and Penny Swearingen. Each addressed the means by which they market, including farm sales, Etsy, farm websites, Facebook live and on-line fiber sales. Penny also provided information on the possibility of ARBA sponsoring live fleece shows for sales or educational use. Having fleeces sent to a central location, having a judge evaluate the fleece and offer comments, and finish with placings and/or sales. Zane indicated the Columbia breeders had held a fleece show and sale that was quite successful. Anne, Penny - chair, Patricia and Melissa serve on the committee.

Website – Patricia has offered to serve as chair, with Charlene, Zane and Allison Seyfert assisting. The work to help with the transition to a new web host will continue and updating the website information will be on the to-do list.

AI/ET – Ken has stepped up to be the chair. Anne and Zane will serve on the committee and contact Scott as needed for assistance. Karen Nichols has also been on the committee – check her status. Having updated forms on file for use will be a priority.

By-Laws – Chair is Anne, Melissa and Emma on the committee. No items currently being addressed.

Additional members are always invited to assist with committee work. If you are willing to step up and help, contact the committee chair.

District Reports

Emma – District 1 No changes from previous reports. Limited activities, more time to manage sheep at home and enjoy the anticipation of upcoming lambs.

Patricia – District 2 Will be working with Maryland Sheep and Wool Festival in 2021. Has need of the ARBA display for promotion and education during the festival. Charlene will deliver.

Penny – District 3 Several events have taken place in the mid-west, but very limited in relation to the normal schedule. Junior members are heading to NAILE and several breeders had entered fleeces in the NAILE wool show, which has been cancelled. Weather is changing, so watching sheep in the rain is now on the agenda.

Zane – District 4 Not many organized events, but farms in Oregon have worked differently this year with classes and sale days on farms, more use of social media, gathering for meetings at non-events and assisting with those impacted by wildfires. Help was offered by transporting animals and equipment, contributing to feed drives, donating feed and offering to house stock. The switch from red skies with smoke to blue skies with rain has been welcomed.

Carol – District 5 Work continues on coordinating activities for the 2021 National Show. Al Schwider and Randy Thompson are leading the efforts to make certain a location for the show is secured. Carol is working on educational programs, both live and Zoom deliveries. Not many activities were held in 2020.

Ken – District 6 Market is good for lambs, with prices at \$3.75 live weight. Promotion of Romneys in the commercial flocks is a goal.

New Business

2021 Annual Meeting and National Show and (Sale?) Carol reported that Al and Randy are confident that the National Show will be held during the Washington State Fair in Puyallup, September 2021. They have also been researching lodging and meeting sites for the annual meeting. Zane described the need to act quickly when entering sheep for the National Show, barns fill quickly. The option of a National Sale in Washington, late September was discussed. No decision at this time. An ad hoc committee to offer suggestions was formed, including Charlene, Emma and Ken. They will report back at the next board meeting. Discussion from the board, regarding the sale, included on-line options with sale management groups, using the Great Lakes Sale in Wooster, Ohio, adding to the Mid-West sale in Sedalia, Missouri, and the need for affordable transport to and from sales or private buyers.

ARBA Sponsored Sales With the change in our policies regarding sponsored sales, the question raised was how and who implements the outline of the policy? Emma worked on developing the policy and offered the task to the Sale Committee to follow up with management company and/or auctioneer. Penny suggested a contract be developed that can be used when ARBA sponsored sales are offered. Don and Emma will follow up on this need.

Supporting Members in 2021 Penny opened the discussion, asking how ARBA can assist the membership with needs previously met by live meetings, shows and festivals. The response to the wool show at NAILE, use of Zoom for programs and meetings, reports of live sheep and wool sales all indicate change can be positive, but they do not replace the discussion of a pen of sheep at a public event. Would the addition of educational pieces to our board meetings be beneficial if offered to the membership? Ken suggested establishing a schedule that was timely, with breeding, lambing, feeding, pastures, marketing as options. Don also discussed/questioned how much could be posted on the website. If videos could be used, this may be a strategy for member recruitment. Anne responded with the connection of these ideas with the Strategic Plan component of teaching and helping members.

Communication within ARBA Board Carol asked about conducting more frequent and shorter board meetings in an effort to keep work moving forward. Rick offered a change in procedure, where committees could be given more decision making ability and be able to move forward with change. Carol was also concerned about the lack of response by board members, which halts work when a reply is needed to move forward. This has been an on-going concern. Don replied with an apology on his part for slow or lack of response and offered up doing a better job in the future.

Documentation of Changes to policies and procedures – how to inform membership? Anne provided some background on website postings and the outdated status of some, work by Chris Posbergh on Google files. How to keep all work moving forward is difficult to address. Should this be done by committee chairs, secretary or president? Penny suggested that board members need training on roles and how they are implemented. Anne offered support of the need and the possibility of a process being

produced. Patricia supported and accepted leadership for the idea of having a process, with rules and guidelines to assist in keeping the membership updated on new and modified policies and procedures.

Task List for Board Patricia suggested that a task list of jobs to complete following board meetings could be compiled and distributed by JoAnn. This would be done at the conclusion of each meeting. Emma offered that the Google files could assist with this process. Don will check into how board members might be able to access the website and post outcomes of recent work. He will get help from Emma, Anne, Patricia and Allison in checking this out.

Other Business Carol offered that there should be follow up by the ad hoc Science Committee to review the registration of moorit color sheep and address questions and confusion about the moorit color in Romneys. It was suggested that the original committee be asked to take on the task. Melissa was asked to contact committee members Maggie Howard, Dee Heinrich, Chris Posbergh, Del Pike and new members Zane, Mary Pratt. A motion by Melissa, second by Anne and approval by board sets this request to assemble the Science Committee to review the registration process for moorits in action.

Next Meeting: Saturday, January 23, 2021 at 1:00 p.m. EST via Zoom.

A motion to adjourn was offered by Anne, seconded by Ken and passed by the board at 6:02 p.m. EDT.

Submitted JoAnn Mast