

Eastern Alliance for Production Katahdins

Board of Directors' Meeting Minutes

August 25, 2021

Present: Brad Carothers, Roxanne Newton, Lee Wright, and Robert Walker. Absent: Kathy Bielek, Tom Hodgman, Lisa Weeks.

President Brad Carothers called the meeting to order at 7:01 PM.

Old Business

- Because the minutes from the July 2021 BOD were unavailable, Roxanne moved that approval of the minutes can be tabled until the September BOD meeting. Brad seconded and the motion passed.
- Brad reported that GEBVs will be released on October 1st. Roxanne stated that the next batch of TSU's are likely to be due in by September 15th. Brad reported the Willoughby's consignment check to EAPK has been received although Lee Wright has still not received his sale check.

New Business

Roxanne suggested EAPK should send out a promotional email for the VT Ram Sale. BOD agreed to broadly promote sales from performance related (data driven) Katahdin sales or any sales associated with EAPK members as requested in the future.

Committee Reports:

Communications Committee – Roxanne, Kathy, Robert, Lisa, Brad

- Roxanne reported that the Fall newsletter is in the works with an expected completion/release by mid-September. The newsletter content will include the new “producer profiles” spearheaded by member Beckie Hotz and a discussion regarding where those profiles will be posted on the website ensued.

Mentorship Committee – Roxanne, Kathy, Lisa

- No new updates

Symposium & Sale Committee – Brad, Lisa, Lee, Robert, Kathy

- Symposium/Sale Evaluation
 - Robert reported results on the Symposium survey, what content members liked, including format, food, venue etc and suggestions for future symposium content and location. BOD agreed to begin search for possible locations including option of keeping the 2022 symposium in Abingdon. In addition, the Lebanon TN area or Boone County, KY area will be considered. Overall, the survey on the 2021 EAPK Symposium/Sale showed an approval rating of 4.5 out of 5 for content, speakers, refreshments and sale.

- Brad asked the BOD of ways to improve the sale especially regarding loading sold animals and making sure sellers can verify the buyers of sale animals prior to loading. The BOD agreed the sale venue needs to notify sellers of who purchased their animals immediately after the sale closes to avoid possible mistakes.

EAPK Promotion

- Robert and Lee agreed to set up an EAPK promotional table at the upcoming VT Ram Test Field Day and Sale.

Website/Social Media Committee –

- Robert reported that he can remove “views” from the blog post once producer profiles are added. He also suggested that we use the Symposium tab to post the summarized article on the EAPK Symposium/sale along with photos and keep it up until the venue location for the 2022 Symposium is announced.

Technical Committee –

- Nothing to report.

Roxanne motioned to adjourn the meeting; Brad seconded. The meeting adjourned at 8:26 PM

Next meeting is September 22th at 7:00pm EST

Respectfully submitted

Roxanne Newton, Treasurer