

Eastern Alliance for Production Katahdins

Board of Directors' Meeting Minutes

12/22/21

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

Brad called the meeting to order at 12:06 pm EST.

Old Business:

- Lisa moved that the minutes from the November BOD meeting be accepted as submitted. Robert seconded the motion and it was approved unanimously.

New Business:

Membership List

- Kathy requested input from the BOD on how to structure the membership list to best meet search needs in the future.
- Roxanne suggested adding membership numbers
- Various numbering systems were discussed and it was decided to go back to 2020 and start with "1" for the first person to join, then continue chronologically with each new member.
- Robert will investigate options to automatically assign numbers on the website as people join.
- Lisa volunteered to work with Kathy to update the membership list spreadsheet.

New Committee Members

- Brad reported that he has had several people volunteer to serve on committees:
 - o Isabel Richards – Mentorship
 - o Tom Perkins – Symposium & KREG grant
 - o Zach Meinders – Sale; Website/social media
- Lisa moved to accept the appointment of these members to the respective committees. Lee seconded and the motion passed unanimously.

Changes to BOD Members

- There was discussion and a review of the Bylaws to determine if BOD members will change in 2022 or 2023. The Bylaws state that members will serve two full years, so current BOD members will continue to serve until 2023. New BOD members will be elected at the 2023 annual symposium.

Committee Reports:

Communications Committee

- Roxanne reported that the winter 2021 newsletter was sent last week. There are several new blogs that have been added to the website as well. March 1st is the deadline for the spring newsletter.

- Suggestions for newsletter and blog topics were solicited. Lisa suggested copper needs in sheep (see ASI blog on this topic) and contemporary group structure (Lisa has article pretty much done). Lee suggested providing links to existing blogs on ASI and various university sites. Brad suggested creating webinars from some of the blog topics.
- Robert explained some of the implications of linking to other sites. Linking to other sites drives traffic to their site, while linking to our own blogs gives us traffic. This has to be balanced with EAPKs purpose of providing education and support to our members. Robert also reminded the group that recording good quality video takes a huge amount of time and it might be best to wait before working on webinars. Robert will work with the communication committee members on using search engines to the best effect.

Mentorship Committee - Nothing new to report

Symposium & KREG Committees

- Brad reported that to query producers outside the EAPK membership on possible locations for field days, they posted a survey in the Katahdin Sheep Breeders group on Facebook on Dec. 12th. The most popular locations identified were Louisville KY, western PA, central Ohio and western NC. They will also survey EAPK members.
- At this point, they are only looking at locations/regions. Content will be determined next, partly determined by regional needs. They hope to partner with local Extension, NRCS, etc. for speakers.
- The committee will meet in January and will have more to report at the next BOD meeting.

Sales Committee

- Brad reported that the Sales Committee has plans to meet in January.
- They plan to reach out to several sale companies to get quotes.

Website & Social Media Committee

- Robert reported that he has changed the analytical tools to get more details on use of the EAPK site. The site is seeing an average of 20 sessions per day, except for days when an email blast or blog post notice is sent and then the number is significantly higher.
- The newsletter is done in Mail Chimp and had 1450 successful deliveries and 46.8% opened.
- Robert reported that the bulk of our content on Facebook is blog posts and the newsletter. We'll need to consider what will happen with the change in notices going only to members.

Tech/FEC Ad Hoc Committee

- Tom reported that he is working on the FEC document and has the first section pretty much written, with input from Joan.

Kathy motioned to adjourn the meeting; Robert seconded. The meeting adjourned at 1:10 PM

The next meeting will be January 26th at 7:00 pm EST. (Note the return to an evening meeting)

Respectfully submitted

Kathy Bielek