

Eastern Alliance for Production Katahdins

Board of Directors' Meeting Minutes, March 23, 2022

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

Brad called the meeting to order at 7:02 PM EST.

Old Business

- Lisa noted a spelling error on the second page of the February BOD meeting minutes. Lisa moved that the minutes be accepted as corrected. Robert seconded the motion and it was approved unanimously.

New Business

- Brad raised the question of developing an EAPK display kit that could be mailed around to individuals representing EAPK at events. Recently Tom Perkins hosted a display at the Appalachian Grazing Conference and there will be other events where a display would be needed. Brad will work with Tom Perkins, Robert Walker and Zach Meinders to develop a table top display similar to KHSI's new table top display. Others are welcome to help. The cost could be covered by a KREG grant.
- Roxanne reported that we have not filed Federal taxes yet. Brad has met with his dad and will meet with Roxanne in the near future.

Committee Reports:

Communications Committee

- Roxanne reported that the Spring newsletter has just been published. There are four or five blogs ready to be posted over the next two months. There was brief discussion of whether to publish the Summer newsletter early to promote the June 11th field day, or to stick with the usual June 15th date. The group agreed to keep the June 15th date.

Education & Outreach Committee

- The first Open Forum Discussion was held on March 16th and Brad thanked everyone who participated. A total of 16 people attended with several new faces in the mix. The Sheep GEMS project, creep feeding and ear tags were some of the topics discussed. The Open Forum Discussions will continue on the third Monday of the month at 7:00 PM EST.
- There was nothing new to report on the webinar series at this time.

Symposium & KREG Committees

- Brad reported that information has been sent out regarding the first field day to be held June 11th in conjunction with NC State at Roxboro, NC. Speakers have all been confirmed. Andrew Weaver is working on the final details, including arranging the food.
- Brad recently sent an email to members who live close to the PA field day location asking for volunteers to help coordinate the event.

- Brad reported that Dr. Bowdridge, Alan Culham and Andrew Weaver have been confirmed as speakers for the Symposium. He should have the full agenda for the next BOD meeting. Robert has posted information on hotels on the EAPK website. He wasn't able to obtain a group rate, so just has a list of hotels on the website.

Sale Committee

- Brad reported that the Sale Committee met to review quotes received from Willoughby, Integrity and Production. Brad gave an overview of each proposal including commission, services, consignor support and payment options. The sale committee recommends using Willoughby. Lisa moved that the BOD accept the sale committee recommendation to use Willoughby for the EAPK sale. Robert seconded the motion and it was approved unanimously.
- Lisa reported that the American Lamb Checkoff has changed the checkoff practice which will affect online and nontraditional sales. Brad will check with Willoughby to be sure they will implement the new procedures.

Website & Social Media Committee

- Robert reported that he is working on graphics to use for the backgrounds on the events pages on the EAPK website.
- Robert shared recent analytics for the EAPK website including page and map views, new visitors and visits per day. He noted that activity peaks after blog and newsletter announcements. Most of the referrals come from Mail Chimp and Facebook. The top pages were the Udder Health blog, Blog Archives, and the Directory.

Tech/FEC Ad Hoc Committee

- Tom had nothing new to report on the FEC SOP.
- Tom reported on the Sheep GEMS project. The most pressing need is to determine how many new ewes are being added to the reference population. The advisory group is working on the hair coat component. Answering questions for member flocks has taken a significant amount of his time lately.

Robert motioned to adjourn the meeting; Roxanne seconded. The meeting adjourned at 7:54 PM.

The next meeting will be April 27th at 7:00 pm EST.

Respectfully submitted

Kathy Bielek