

Eastern Alliance for Production Katahdins

Board of Directors' Meeting Minutes

November 18, 2020

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

President Brad Carothers called the meeting to order at 7:03 PM.

Old Business

The minutes from the last meeting were approved as written.

New Business

Formation update – Brad reported that the bank account had been set up at Heartland Bank in Johnstown, Ohio. He received the checks. The Pay Pal account has also been set up.

Launch Date – The group was launched on Facebook and Instagram on Monday, November 16th.

Mentorship Program – Brad proposed that a mentorship committee be created, maybe in place of or as a part of the membership committee, since mentorship is one of the major benefits of membership. Discussion included suggestions that management and geographic location be considered when matching mentors and mentees; and that an auto generated letter be sent to each new member with details about the mentorship program. Roxanne, Kathy and Brad agreed to serve on the Mentorship Committee and will develop a protocol.

Committee Reports:

Symposium & Sale Committee

- Nothing to report at this time. Planning for the 2021 symposium will most likely start in January or February.

Communications Committee

- All seven fact sheets have been added to the website, as well as the updated Glossary. It was suggested that charts showing trends and improvement over the past 10 years in each trait would be useful. The group agreed that instead of adding them to each fact sheet, a single “fact sheet” with only the trend charts be developed. Lisa volunteered to take the lead to develop the new trends fact sheet.
- Four NSIP concepts were added to the website: Balanced Traits, Accuracy & Connectivity; Contemporary Groups; and Breeding Group Structure. The committee will work on additional material with a goal of finishing most of the writing by the end of the year, before lambing starts.
- Robert will send an email blast announcing EAPK in mid-December. He has a list of KHSI members that is publicly available. In addition, everyone on the Board is encouraged to send him a list of their contacts (buyers, commercial producers, etc.) in an Excel spreadsheet by

December 2nd. Include the first and last names, and email address. He can sort for duplicates. By using Mail Chimp, we can get analytical information on who is opening their emails, etc.

- Lee will check with Va Tech to see if he can send an EAPK announcement to his email list.

Website and Social Media Committee

- Robert has made all the updates and changes suggested by the group, and it was agreed that the website looked really good. Additional suggestions during the meeting include: adding a help tab to the site; adding a space on the membership form to identify who will vote for that farm; posting the bylaws on the website; requiring a flock ID in order to vote.
- When someone joins the group the details are sent to the secretary (me); PayPal information is sent to the treasurer (Rox) and Robert gets a notice and updates the map.
- Robert reported that Katy and Kathy are able to send blog content via MS Word. Everyone on the email list will automatically get an email with the blog post.
- A list of committees will be added under the Contact Us tab with a statement that if someone wants to participate in a committee they should contact the committee chair.

Technical Committee

- Tom reported that work has started on an SOP for contemporary groups.
- Rusty is presenting a webinar related to bottle/orphan lambs next week. It will be included in the SOP.
- The certification program is being re-visited with a possible new tier based on level of accuracy based on genomics.

The next meeting will be on December 16th at 7:00 pm.

Meeting was adjourned at 8:00 PM.

Respectfully submitted

Kathy Bielek