

Eastern Alliance for Production Katahdins

Board of Directors' Meeting Minutes

October 28, 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 7:04 PM.

Old Business

The minutes from the last meeting were approved as written.

New Business

Formation update – Brad will get the bank account set up on Friday at Heartland Bank in Johnstown, Ohio. The BOD had discussed and agreed to this via email prior to the meeting. Brad shared that our bylaws require three Board members be included on the account. It was agreed that the three members would be Brad Carothers, Roxanne Newton and Tom Hodgman. The BOD voted to approve.

Launch Date – Roxanne reported that the Hairald was being mailed out the middle of next week. The group agreed that a launch date of November 6 would ensure that everything was in place by the time people received the Hairald and tried to access the site.

There was a good deal of discussion on how and when to announce the new group. An email blast was discussed but Robert reported that typically only about 30% of recipients actually open the emails KHSI sends this way, and all of those will be getting the Hairald anyway. The group decided not to do the email blast. There will be analytics available on the website to show where hits are coming from, but it was decided to stagger different announcements. Three main audiences were identified: existing NSIP members; commercial producers; and KHSI members not enrolled in NSIP who may be interested in joining. After discussion, it was agreed that the Hairald will be the first announcement in early November. The kNISP list serve will be going away in December, and it was decided to use this tool in mid-November while it was still available. Tom has an email list of all NSIP members. An announcement will be sent to this group after the first of the year. Notices or announcements can be sent to existing customers (many of whom are commercial) any time.

Lee also suggested posting an announcement at the Virginia Sheep Breeders annual conference in January. Possibly the ad from the Hairald would work.

It was agreed that a simple one-page announcement or invitation would be included in the Blog to launch, with the first quarterly newsletter starting in January.

Committee Reports:

Symposium & Sale Committee

- Nothing to report at this time.

Communications Committee

- Seven fact sheets have been created so far. Four (MWWT, Weights, Index and FEC) have final approval and are ready to be posted on the website. Three (Reproductive, Scrotal Circumference and Carcass) have been sent to Rusty for his review. Once those are returned and any corrections made, those will be ready to post as well.
- The concept sheets or briefs have been started, with Balance pretty well done. Two additional briefs have been started and sent to Tom and Lisa for review: Contemporary Groups and Breeding Groups. The group decided two concepts, accuracy and connectedness, could be combined into one brief. Kathy and Roxanne will start that one next. Tom has a document he wrote last year that may be useful which he will share. It would be good to get those four concept briefs completed and on the website before the launch. Continuing to add content after the launch will encourage people to keep checking the site.
- It was suggested that links be created between the fact sheets, concept briefs and NSIP. It would make it easier for users to find the information they're looking for and at the same time make our site stronger for search engines.
- In addition to the fact sheet series and the concept brief series, there was discussion of how best to share practical application. Lee suggested doing a series of short video clips which could be posted on YouTube. Possibly BOD members could share how they use EBVs in their selection. It was suggested that Andrew explain the individual listing report and possible other application videos. Another suggestion was a producer panel.
- A series of stories or real-life examples is also planned.
- It was agreed that the SOPs would wait until later.

Website and Social Media Committee

- Robert has made the changes suggested by the group at the last meeting. Everyone was encouraged to look at the site again to be sure it's what we want. Roxanne will review the wording on the home page. Lisa reported that she tried to use PayPal the other day and the charge was denied. Brad explained it needed to be connected to the bank account, which should be set up on Friday (10/30/20).
- Katie is handling the Instagram and Facebook announcements and content.
- Robert reported that we already have a YouTube channel created.

Technical Committee

- Nothing to report at this time.

The next meetings will be on November 18th and December 16th at 7:00 pm.

Meeting was adjourned at 8:06 PM.

Respectfully submitted

Kathy Bielek