

# National Tunis Sheep Association BOD Meeting

## Minutes October 16, 2022

### Meeting Call to Order President Kelly Stumpe

#### Roll Call:

#### Secretary report:

- Approval of Draft Minutes from July 16, meeting with the correction that Dan Erwin and Mark Swihart, were not present; and Debbi Brown was only present for part of the meeting.
- Moved by: Dana 2<sup>nd</sup>: Debbi Motion passed unanimously
- Associated Registry Report
  - August Report
    - Registrations 107
    - Transfers 81
    - Dues 19
    - Memberships 3
    - Christening 2
      - Tri Star Candy Lamb
      - Tri Star Marley
  - September Report
    - Registrations 35
    - Transfers 26
    - Dues 5
    - Memberships 4
    - Christening 2

#### Treasurer Report

**Motion to approve Treasurers Report as read pending audit:** Nettie 2<sup>nd</sup>: Justine Motion passed unanimously. Debbi mentioned that she has not been able to send her information to be added to Huntington Bank Account.

#### Bank Balances:

- Huntington Bank Statement Balance **\$17932.64**
  - Encumbered \$2156.57
    - #1724 Anne Marie Chapdelaine - Leadline \$10.00
    - #1725 Kathy Niese – September Stipend \$200.00
    - #1726 Associated Registry – Sept. Fees \$267.00
    - #1727 Sue Anderson – Show & Sale Exp. \$354.57
    - #1728 Michell Agency – D & O Ins. \$1325.00
  - **Checkbook Balance \$15776.07**
- Bennington Bank **\$13991.31**
- PayPal **\$13496.31**
- Total Balance of all accounts: **\$43263.69**

## Committee Reports

- Show and Sale Justine Bielewicz
  - The need for our own ringside NAILE photographer was discussed. Dan moved and Nathan 2<sup>nd</sup> that we should ask one of the discussed photographers to shoot our show. A \$350.00 price was discussed if the photographer could also soot the open show too. Justine was going to follow up with this request. The motion passed unanimously.
  - The Show and Sale Committee discussed the possibility of making Greenville, Ohio the permanent location for the National Tuns Sale.
  - National Show Updates
    - Sue Anderson reported that Richard Jacocbsen of California will judge the NAILE Junior Show
    - The BOD meeting will be Saturday, November 12, at 6:00pm
    - Zoom meeting will be scheduled.
    - The General Membership meeting will be Sunday, November 13, at 3:00 pm. A potluck will be held then too.
    - Sue will Schedule the meeting rooms.
    - Sue will request passes for Directors and Secretary.
- Youth Matt Maag
- Scholarship Mark Swihart – nothing to report.
- Rebrand
  - Dan Erwin reported the committee is looking at
    - Looking at ideas to appeal to a younger demographic
    - Podcast from senior shepherds
    - Work with Promotion committee to combine efforts
- Promotion committee Kathy Niese will head up this objective.
  - Committee suggestions, Kathy will work to get promotional material printed for NAILE. 100 brochures will be ordered, and Retractable Banner will be ordered, and other photos will be printed to update the display board.
  - Discovery on costs for:
  - Website Updates:
    - The NTSRI contract says it is a 13+ page site. It is actually more than that..... like 15-17 pages. (the plus (+), meaning there are multiple scripts behind the scene such as the online registration forms, etc.)
    - The contract agreement states a redesign would be \$800. Although I will honor that, I have updated some of my prices to adjust them more evenly from top to bottom, and in the end that may be about right, or possibly less.
    - If it ends up being less than \$800, I will honor less, but not anymore than \$800.
    - Basically, a redesigning is starting over from the beginning. I honestly believe we can make a very good site for 6-7 pages, by combining, eliminating, using pdf files, etc... Example....place all

- the info about the Tunis breed and wool into a pdf file and eliminate an html page. But would want to see what your ideas are first.
- Downsizing will also make the annual hosting fee decrease as that will be based on html pages as well.
- Create Brochure and Postcards
  - 1000, 9x16, Tri fold .74 = \$740.00
  - 1000,81/2x11. Tri fold .38 - \$380.00
- Tunis Barn Signs: 12x18, \$35.00 He can have these ready by Naile.
  - Class winner signs 4x12 \$16.50 each
- Retractable Banners / \$127.50
- Indoor Vinyl Banners with reinforced edges and Grommets 4x10 \$141.59
- Mesh Banners with reinforced edges and grommets 4'x10' \$144.61
  - Business cards with QR code 500 or more .5.
  - QR codes are generally free. Static codes are free and do not offer you the ability to track information. Dynamic codes have a fee between \$5.00 and \$100.00. depending on the number of scans done a month. You do have the ability to track and use this information for marketing purposes.

## OLD BUSINESS

- NAILE Breed Promotion was discussed. NAILE will offer \$100.00 Award to the Junior Association to the winning Breed. Discussion of how to do this will be brought up at a different meeting.
  - Directors will bring photos for display board

## New Business:

- Other new business: nothing reported

**Next Meeting: November 12, 6:00pm**