

Meeting Minutes 8/6/2021

The virtual meeting was called to order by President Josh Bernt at 7:11pm.

In attendance were President Josh Bernt, Secretary Neal Amsberry, Treasurer Amber McDaniel, Director of Sales Josh Kaster and Damien Vazquez, and Assistant Secretary Cait Fish.

First on the agenda, was discussing the Mid-States Hair Sheep Co-Op. Voting took place on a new design created by VP Emily Parks. Design number 5 was agreed on by all members present. The board decided to make a universal banner versus a sales banner, and agreed to include the web address for the website on the banner. Josh Bernt stated that the banner needs to be placed in view of the live stream camera for our upcoming sale September 2021.

Next agenda item: VP Emily Parks wanted to know how far in advance buyers needed to register before online bidding was allowed. Josh Kaster let us know that for online bidding, a potential buyer needs to be registered AT LEAST 7 business days before the sale.

VP Emily Parks had also inquired about sales consignments on the website, and if they should be in the same format. Neal said that all consignor animals need to be lumped together on the website, which brought up the point that all sellers will be sold in the order that they are consigned. This makes the sale run smoother, and is also an incentive for potential sellers to consign earlier.

Josh Kaster stated that we are approx. 45 days from sale day. And that several changes need to be made to the sales flyer. We will be striking the 2 rams per consignor and also encouraging ewe sales. We will add that bidders must be registered within 7 business days of the sale to be able to bid, and that all animals sell in order of consignment.

Josh Bernt noted that he would like to see that if one consignor brings more than 50 head, that there would be an additional drop in percentage of commission paid to Mid-States. So if that consignor is a member, they would have 2% off plus an additional 1% extra for bringing more than over 50 head. This was put to a vote with a unanimous pass.

Amber McDaniel asked if one becomes a member the day of the sale, then will we still honor the 2% commission that members get. Everyone present agreed that yes, we would.

VP Emily Parks also inquired about what we needed to do to shake up and make the raffle sales more prominent. Neal and Amber offered to take a video of the handling system in action for Cait to make a video advertisement for the raffle. Neal also said more people needed to be directed to the website to gain attention, and more social media flyers should be generated and pushed. Josh Bernt agreed.

Josh stated that we needed to put it to a vote as far as paying help at the auction. It was suggested that Josh Kaster and Damien be in charge of determining a suitable amount to be paid (up to \$100 for the day). The board voted yes to this, but to shelf the issue for the meeting immediately prior to the sale.

Josh Bernt made an announcement that Cait needed to make a social media post asking for people to come forward that would be interested in being on a committee for Mid-States, or interested in a board position, since one will become vacant at the sale.

Josh Kaster was asked about potential consignors at this point. Kaster stated that there are 5-6 consignors that he knows of personally that will be making animal selections to bring to the sale in the near future.

Last on the agenda, Josh Bernt suggested that we move one of the sales (potentially the fall sale) to the fairgrounds, in hopes of attracting higher end animals. Sutton doesn't attract as high of caliber of animals due to several reasons, one being cross contamination. Bernt said that he would hope the Co-op could find a fairgrounds within 20-25 miles of the sale, and hopefully still include the sales crew from Sutton.

Josh Bernt opened the floor for any other comments or suggestions that needed addressed in the board meeting. The board had nothing more to add. Josh Bernt motioned to adjourn the meeting. Neal Amsberry gave the second.

