

NACA BOARD MEETING

October 20, 2020

The meeting was called to order by President Rick Schlutz at 8:17 PM CST

Directors present - Ray Radford, David Woodham, Rick Schlutz, Audie Morris, Joshua Martinez

Absent: Dale Nauman, Calvin Schwartz

Also present was Executive Director, Nikki Ashley.

- President Rick Schlutz asked for a review of the minutes from the September 24, 2020 NACA Board Meeting, Board Secretary David Woodham read the minutes, Ray Radford made a motion the minutes be approved as read, Joshua Martinez seconded; motion passed.
- Financial Overview
 - Nikki reviewed the current financials with the board.
 - Rick mentioned that the month end was better than the same time last year and Nikki explained it was due to the show sponsorships
 - Ray asked about the PO box used for the NACA mail and whether or not it would benefit Nikki to have the mail delivered directly to her, she said she preferred to continue to use the PO Box.
 - Motion by Ray Radford to approve the financials as presented, David Woodham seconded; motion passed.
- Report on the Performance Committee, Joshua Martinez, the board liaison to the committee updated the board on the committee's most recent meeting.
 - Joshua and Ron Long are working with Frank Eathorne on some NACA sanctioned events, team roping and steer wrestling.
 - Advertising in the Arizona Jackpot for 2021, cost to members is \$100 for the three-month ad, currently there are 7 members who wish to participate and there are 16 spots total.
 - Ron Long wanted to see if Frank Eathorne would promote a NACA sanctioned event at the Black hills Stock show and Rodeo however the concern was the cattle would be used every day and adding an event might not reflect the best of the cattle.
 - Joshua Martinez spoke about the opportunity to purchase the domain name www.ropingcattle.com for \$1500.00. The idea being members could sell their cattle on this website and the NACA would charge a fee. This website would also be available for advertising opportunities for those companies who sold goods to this market. Ray Radford mentioned the cost of ads on Ranchworld.com and felt we'd have to be competitive; this was tabled till more information could be made available.
 - Joshua suggested the performance group work on a logo for the performance side, he will work with Ron and committee to develop one.
 - Ray Radford said the beef logo needs approval from the USDA to be placed on products, Rick suggested that the processor gets this approval.
 - The new media package would be added to the annual dues to the NACA for members who wished to advertise on the Facebook page or in the Corresponder.
- NACA Certified Corriente Beef Committee update

- Rick Schlutz gave an update on the beef committed regarding the opportunity for beef sales. At the last board meeting it was discussed where members who wished could ship cattle to SD for processing and sales would be conducted through the NACA website and Facebook page. After discussing the different concerns with this it was decided as a test and as a fund-raising opportunity any member who wished to donate a steer for processing the NACA would sell the ground beef. This is a way to raise funds for future marketing promotions and offset the cost of trademarking the Certified Corriente logo. Due to the time lag from when the funds are available and the time required to go through the process of the trademark, David Woodham volunteered to pay the cost for the trademark attorney and would be reimbursed when the hamburger was sold. Board members who volunteered to donate cattle for this were Rick Schlutz, Audie Morris, David Woodham, Joshua Martinez and Ray Radford.
- The Trademark to be used was approved by the board July 2017. A motion for approval to accept the \$1500.00 from David Woodham and to be paid back when funds from beef sales were available was made by Joshua Martinez and seconded by Audie Morris. The motion passed 4 to 1, Ray Radford voted no, Ray preferred to wait till the funds were readily available.
- New Business
 - Nikki is ready to order calendars for 2021 to sell to members, she is going to order 75 like she did last year.
 - Gun Raffle tickets have been ordered, 500 tickets. Each board member to send in \$135.00 to pay for the gun and are to be reimbursed through their individual ticket sales.
 - The FFA Convention that was canceled due to the Covid-19 sent the NACA reimbursement of the cost of the booth. Ron Bachman had paid for that booth so Nikki will send him a check to cover that cost.
 - Joshua Martinez is going to investigate the possibility of finding a rope manufacturer and horn wrap manufacturer who may wish to be the official Rope or Wrap of the NACA.
 - Ray Radford is going to investigate the cost of providing an insert in the Team Roping Journal.
 - Joshua Martinez suggested we add a return postcard in the next Corresponder asking members for updated contact information to include email address and whether or not they would prefer in the future a digital copy of the Corresponder or the hard copy. Nikki is going to talk to Darrell about this and report back to the board.
- David Woodham made a motion to adjourn the meeting, Ray Radford seconded; motion passed and meeting adjourned.