

NACA BOARD MEETING

March 2, 2021

The meeting was called to order by President Rick Schlutz at 8:04PM CST

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

Directors absent - Calvin Schwartz

Also present was Executive Director, Nikki Ashley and Monte Alkire

- President Rick Schlutz asked to waive reading and for a motion to approve the minutes of the February 9, 2021 meeting since all directors had an opportunity to review the minutes prior to the meeting start. A motion was made by Audie Morris to approve the minutes as written, seconded by Ray Radford, motion passed.
- Rick Schlutz asked for a motion to approve Monte Alkire to complete Dale Nauman's remaining term on the board of directors, a motion was made by Audie Morris, seconded by David Woodham, motion passed
- Financial Overview
 - Executive Director, Nikki Ashley went over the financials with the board
 - Nikki mentioned there has been very limited income for the first quarter.
 - Ray asked about the cost for on the P&L regarding the charges for the forms used to print registrations on and whether or not Nikki could print them from her computer. Nikki is going to follow up after seeing what software is available for that process.
 - Monte asked about current registrations and how they compared to last year, registrations are down for 2021 according to Nikki.
 - Ray Radford suggested shutting down visual inspection for female cattle as a way to increase registrations.
 - A motion was made by Josh Martinez to accept the financials, seconded by David Woodham, motion passed.
- NACA Certified Corriente Beef Committee update
 - Rick Schultz briefed the directors on the progress of the Certified Beef Committee.
 - Rick explained to the board about Ken Huseman joining the committee, Ken is building a processing facility in Texas. Ken mentioned he wasn't familiar with the Certified Corriente Beef program. Rick suggestion to the board was we work on the website to reintroduce the program to our members.
- New Business
 - There was discussion on how we can improve revenue through the website. It was discussed how the website needs to be improved first, we're currently having issues with it and Nikki is trying to get it up and going again. After that there was discussion on how it might be improved and Nikki is going to get some firm cost to see what it would take to make it more functional and up to date. She committed to having cost for the next board meeting.

- Priefert advertising. It was discussed on how we might work with Priefert and those business our breeders are customers of and have them advertise on our website. This item will be discussed further once the website is repaired and improved.
 - Next board meeting will be determined at a later date.
- David Woodham made a motion to adjourn the meeting, Ray Radford seconded; motion passed and meeting adjourned.