

California Holstein Association
Board of Directors Meeting
January 29, 2015
University Plaza Waterfront Hotel, Stockton

Officers Present: All present

Directors Present: All present

Guests: Pat Maddox

President Ryan Matheron called the meeting to order at 10:06 am.

Anthony Souza moved to approve the agenda as presented. 2nd by Mike Moretti, and approved unanimously.

Stephen Maddox moved to approve the minutes of the previous meeting as presented. 2nd by Anthony, and approved unanimously.

Treasurer's report:

Matt presented a detailed accounting of investments at Stifel Nichols, since original investment in April 2014. So far, the accounts have seen a total of \$10,594.84 increase in dividends profit. That amount goes into a separate money market 'cash' account that is accessible. These dividends can either stay in the money market account as a savings, be withdrawn and deposited in the Union Bank checking for use, or be deposited into the investment accounts. The account advisor at SN does not recommend any changes to the way in which our investment monies are allocated to various funds at this time. Matt moved to make no changes to the investment accounts, and leave the profits in the money market account until needed for use in the Union Bank checking. 2nd by Sarah, and approved unanimously.

Tony reviewed the 2013-2014 fiscal year end financial statements from SBM Accounting. Any changes in expenses or income from the previous year, or differences from budgeted figures were explained.

Office Manager's Report & Junior Report

All unpaid members received a membership renewal reminder November. Currently, 234 Senior members and 118 Junior members have renewed. Website and facebook have been updated regularly, as well as utilizing the Constant Contact email marketing to communicate with membership about events and activities. Consignments to sales, and sales updates have been advertised heavily on Facebook, and email marketing.

Juniors had their Planning Conference on November 1st in Modesto, with good turn out from all areas of the state. Cow Camp is planned for Fresno State, the first week of July. Fiscal year-end Profit & Loss statement for the junior club was presented. The club operated at a loss of \$2900 last year- which was higher than usual, due to higher Cow Camp costs. Assets include two bank accounts totaling \$8600. A listing of all junior donations received for the year was also made available.

National Report

Pat- The Holstein USA board has discussed restructuring the delegate rules to national convention, to provide more flexibility with replacements. They are also exploring the possibility of changing the convention schedule and structure to a different time of year, or including big name speakers.

Pat introduced new Southern CA rep Katharine Correia. Katharine will be covering Madera County and south. She is originally from Tulare, and worked for Agritech for seven years.

OLD BUSINESS

2015 State Show

*Show will be held April 23-24 at the Turlock Fairgrounds. Mike Berry will be judge. The same show week schedule as last year will be followed. There will be a new club show "Central Counties Local Show" on Sunday- open to Merced and Stanislaus county exhibitors. Modesto JC Ag department will be doing the clean-

up after the show, as a fundraiser for the college. Ryan has tractors being donated and will oversee the clean-up.

*Kate presented a list of areas that volunteers will be needed this year, as she will not be at the show during show week. These people took on the following responsibilities, and will get detailed descriptions from Kate. Entries & Cattle check-in: Tony DeMello; Showmanship- Stephen Mast; Futurity- Jessica; Clerking/Show Day misc.- Katharine Correia; Awards- Jessica McIsaac; lunch for all staff- Mike Moretti; Judge transportation of necessary- Tony D.

*Sponsorships- Sarah will be preparing and mailing out the sponsorship forms to all CHA members, and past sponsors. New this year will be a higher level sponsorship that combines a platinum State Show donation, and a one page ad in the annual. This will be promoted on a limited scale for this year, personally sold to companies that are already large donors.

*Kate will contact MJC about doing lunch concessions again. If they are unable to, Carol knows a taco truck to contact.

NEW BUSINESS

2015 Annual magazine

Contract has been signed with Holstein World. CHA will receive profit of \$200 per page of advertising sold. There is an additional clause stating that this amount is for 60:40 ad:editorial ratio. This allows the potential for more profit to the association, if members are aggressive in selling ads. Additional editorial pages above the ratio will cost \$125 per page. All board members pledge to personally contact businesses and breeders to support the magazine by purchasing ad space.

2016 State Convention

Will be hosted by the Stanislaus Club. Chairpersons are Robert & Kate Teixeira.

Holstein USA Awards

Pat gave a description of the awards that are available and presented at the National Convention.

AJ Ouist Award

Discussion as to whether the application/selection process should be restructured. Majority agreed that the past winners should nominate and vote to select a recipient. Further details and decision to be made at a future meeting.

Summer Events:

Dates and options for baseball game outing will be presented at next meeting.

Golf Tournament will be discussed at next meeting also.

Local Club Accounting

Accountant Carol Medeiros has said that there is a relatively uncomplicated way for each of the local clubs to use the CHA tax id to maintain their non-profit status; thus avoiding having to file tax returns each year. Kate will contact Carol to attend the next meeting to explain the process in person and answer any questions.

Closed Session:

Office Manager contract reviewed and approved.

Next Meeting

Early March at All-West Select Sires in Turlock. Kate will check on meeting room availability for Thursday March 7.