

California Holstein Association
Board of Directors Meeting
October 29, 2016
Van Exel Barn, Lodi

Officers Present: President Matthew Evangelo, Vice President Anthony Souza, Treasurer Carol Borba
Directors Present: Stephen Mast, Adam Van Exel, Larry Gerber, Stephen Maddox, Sarah Zonneveld, Rodney Paulo, Jessica McIsaac
Directors Not Present: Mike Moretti
Guests: Lacey Paulo, Katharine Correia, Pat Maddox

President Matt Evangelo called the meeting to order at 12:45 pm.

Treasurer's Report

Matt presented financial reports during the morning Planning Conference session.

Junior Report

Sarah and Lacey presented a thank you letter and report on junior activities during the Planning Conference session. Junior Planning Conference will be November 6 in Modesto.

Office Manager's Report

Annual membership invoices went out the end of September. Thus far there are 171 renewed senior members (out of 257) for income of \$14,442.50. 82 Junior (out of 203) have renewed. Futurity entries were due in July. There are 95 1st entries and 50 2nd entries paid.

NEW BUSINESS

2017 Annual magazine

Kate presented a proposal from Julie Ashton. She will be contacted to include coming to State Show in package, and timeline of production before approving.

2017 State Show

- Show will be held April 20/21 at the Tulare Fairgrounds. The SSJHA will do cleanup for estimated \$2000. Exhibitors will be encouraged to bring all milk to the tank to sell to the calf ranch.
- Futurity class will be moved back to Friday- before the Jr 3 year old class.
- Sale- all in favor, but a committee needs to be formed with chairperson.
- Fundraising & Sponsorships: as Sarah will be termed out on the board, now all board members will be listed on the donation solicitation letter. These will be sent out in mid February. Kate will send out letters & collect donations.
- BBQ dinner- Kate will contact Joe @ YFC about doing the exhibitor dinner since the show is further away.
- Judge- Kate will contact Carl Phoenix
- Showmanship judge suggestions- Mandy Brazil, Nisa Gallichio, Rich Silacci
- For online coverage we will contract with Cowsmo for Thursday and Friday. Headshots will most likely not be included- have Julie do that with assistants.

Membership Committees

The following committees were suggested to meet at the State Convention:

- Junior Show Recognition – CA Supremes contest open to all fair winners. This is to get junior members who show (not just dairy bowl) more recognition on a state level. Form a committee with reps from each area to include Hank, invite Stan

- Convention- Restructure junior program at convention to include more kids & activities. Sarah, Larry, invite Kirsten

Nominating Committee will be chaired by Joey Airoso.

Budget Review & Approval for 2016-2017

Adam Van Exel moved to approve, 2nd by Jessica McIsaac.

Next Board Meeting will be a conference call to approve Julie Ashton's proposal for 2017 Annual magazine.

Conference Call 12/6/16 11:00 am

Present: Kate, Matt, Anthony, Larry, Stephen Maddox, Carol sent her approval via Larry

All in favor of approving Julie Ashton's proposal to produce the 2017 Annual Magazine as it now includes coming to the State Show. Outside online coverage will be provided by Cowsmo at a cost of \$2400.

Next Board Meeting will be Thursday, January 26th at the State Convention in Fresno.