

AMERICAN BLACK HEREFORD ASSOCIATION

Board Meeting
June 24, 2024
6:00 PM CDT

Members Present: EVP Ernie Dominguez, President Rod Garman, VP Matt Marsh, Treasurer Don Hardin, Secretary Jacob Moreno, Mark Ipsen, Todd Hampton, Mike Hamilton, and Chad Jones.

Absent: Jeremiah Malone and Recording Secretary Shelley Wilds.

- I. Meeting called to order by EVP Ernie Dominguez @ 6:11 PM CDT
Prayer: Rod Garman
- II. Approval of Meeting Minutes
 - a. Motion by Matt Marsh to approve May meeting minutes as presented; 2nd by Jacob Moreno; none opposed, no abstentions; motion passes.
- III. Approval of Finance Report
 - a. Motion by Rod Garman to approve the Finance Report as presented; 2nd by Mike Hamilton; none opposed, no abstentions; motion passes.
- IV. Committee Updates
- V. Executive Vice President's Update
 - a. 515 current paid members to date (up from 486 at last month's meeting).
 - b. Strong month of registrations for the month of May and June compared to last year.
 - c. General breed promotion ad design work and Summer magazine design continues.
- VI. Membership
- VII. Vendor Support
- VIII. EPDs – Digital Beef
 - a. IGS Update
 - i. External animal EPDs have been updated by IGS staff.
- IX. Other Items – Old Business
 - a. Cow Catch Up Promotion Update
 - i. Promotion is live and have seen good participation from members so far. Program ends June 30, 2024.
 - b. Establishing a 501c3 Foundation Update
 - i. Continuing to work through the filing and forms for the foundation.
 - ii. The filing will take place in the State of Kansas like where the ABHA is incorporated.
 - iii. IRS has a significant backlog of applications for non-profit status.
 - c. Breed Promotion & Commercial Marketing/Advertising
 - i. Discussion on options presented for additional breed promotion and marketing/advertising.
 - ii. Motion by Chad Jones to move forward with breed promotion/marketing/advertising opportunity as presented; 2nd by Todd Hampton; none opposed, no abstentions; motion passes.
- X. Other Items – New Business
 - a. Southern Classic Sale Discussion
- XI. Announcements
- XII. Executive Session (if necessary)

XIII. Adjourn

- a. Motion by Rod Garman to adjourn; 2nd by Mark Ipsen; meeting adjourned at 7:57 PM CDT.