

General Membership Meeting 2016  
Bull Run Farm  
June 18, 2016 8am

Call to order 8:18

**Proof of Quorum** – attendees.

Proof of meeting notice, on website and in Chanter came out in Spring.

**New Business:**

2017 Show is going to be back at Big East

We haven't gotten a bill yet for this year, but going by last year was the same set up, we paid \$1754 so should be similar ball park. Are still saying they are working on a way to get us into the other barn, that's an ongoing battle that will either happen or won't. Same hotel.

In Springfield Mass the first weekend in May 5<sup>th</sup> and 6<sup>th</sup>.

Show committee is Greg Markwell, Chris Markwell, and Sue LeClar. Laura May is on the Big East committee for the Juniors.

2017 Potluck Farm Lunch for a meeting. Erin Spring has offered to host. The General Membership meeting would be held at her farm. We have held it at the show in the past but there is too much going on there to do a meeting at the same time as the banquet. Date to be determined. potentially July.

Dick: Showcase sale will be in Drover Hill on October 15<sup>th</sup>. If anyone wants to consign animals call William Lipsey.

The NEHCA board will likely have a director meeting there.

**\*\*\*Dick Motion to Approve Meetings from Last Membership Meeting – Jacquelyn Seconded. Approved.**

**Treasury Report - Bailey –**

Total in Acct: 21,591.28 // 16,167.39 // Juniors \$5,423.89. Member count 121.  
Unofficial audit done, no issues found.  
Erin Spring is taking over.

**AHCA Rep – Laura (fill in for Derek)** – National Level under the QHB and Marketing committee are merged. Bill Tramp is leading committee looking for new members. 2016 budget, main focus is to recruit and maintain our membership. Greatest asset in maintaining our membership is camaraderie, training, and support. Sovereign reg is in place, not perfect but work in progress. Education committee is putting together a semen catalog. There will also be embryos. Looking for committee members on a number of committees. The new officers are Laura as president, Dwight Vice, put in treas,

**Marketing Report – Chelsae-** Thank you everyone for your participating on the NEHCA facebook page. I can do it alone, new ideas , any participation is greatly appreciated.

Highlights from National Beef Month (may) 51 posts on the facebook page. 4 farm spotlight sunday, tip tuesday, steer Saturday, farm fact Friday. In may an average of just over 1100 people saw the content. Average of 1900 were engaged. In the 3 prior months averages were in the 700s. By end of may 18000 people had viewed some content from our page. One post about highlands being hardy foragers was seen by over 6000 people. Need continued participation, developing promotional materials you'll have access to.

Rich – how do you get info to the facebook?

Chelsae - you can email me, we send out request in the NEHCA.

Question from floor- do we ever use country folks?

Chris – we've had articles in the past.

Question from floor – do you ever boost on the facebook?

Chelsae – we haven't yet, we have 120 members, but 1000 likes on the facebook page. The majority of those people don't actually care about NEHCA specific things. Many not in the northeast. It's good, but also kind of hurts us, but in terms of disseminating the important info, no one sees the post. If I put important info on the page, only like 23 people see it.

Youth Report – Laura – the youth of the Northeast on the MA 4H beef team, last year took sweepstakes, which hasn't been done in over 30 years. Now have 5 highland youth on the mass team, May Girls, Payton and Alexis Washburn. First started there was a horn policy, took us 2 years to get the policy lifted by taking our animals to the events. Anyone doing crossbreeding, I do have people looking for highland Herford crosses for the team. We just came off the sixth or seventh cattle camp that we run in conjunction with UMASS. Number of events, thank you for the support.

**CHANTER – Cori – not present.**

Chris – comes out three times a year, looking for other things we can do to boost it, keep the quality where it needs to be.

**REGIONAL REPORTERS – Annalee** – Miriam and I have been doing the reports, but she's at college orientation today and couldn't be here. For regional reports we've been trying to get info. Rely a lot on Facebook to get info. Would like to do a Google Docs spreadsheet so we can get the info more easily, it would be added to spreadsheet and whatever people want to put into the spreadsheet so we can make the report better.

Jacquelyn – thank you to Annalee and Miriam, they are the only Junior Members in the national association that do the regional reports. They are reliable and write well.

Susan – thank you to Bailey for her time as secretary/treasurer.

Rich – I was asked to review the audit. I think we should have the membership review for cursory comments. Statement cash flow, balance sheet, profit/loss statement be a part of the review. I did make these comments in my response.

**NOMINATIONS – Dwight –**

Chris – we had a small change, we had 4 members that were going to run. Kat Desmaris has not paid for her AHCA membership

**Slate-** Keith Magoon, Todd Richardson, Matt Campbell with Todd running for President, and Dick will be Vice President. Any other names for the floor?

**Jacquelyn– move we accept the slate. Chelsae Seconded. Approved.**

Dwight – At the time Chris took over as president, we were at a crossroads, and he’s done a great job, our bank account is healthy. And I’d like to thank him.

**John C – motion to adjourn, Laura Seconded. Approved**

**New board needs to meet quick to cover bases.**