

KHSI Board of Directors Meeting Teleconference December 17, 2020

President Jane Smith called the meeting to order at 8:00 PM EST.

Board members present: Jane Smith, Howard Covington, Robert Walker, John Dyer, Cindy DeOrnellis, Larry Weeks and Dan Turner. Alan Culham, Jim Morgan and Theresa Maurer were also present.

Jane asked the board to review the minutes of November 7. Howard moved the minutes be approved as presented. John seconded the motion and it passed 7-0. The October minutes were accepted.

Alan and Robert presented the treasurer's report which included the profit & loss (Jan-Nov), balance sheet. Larry moved to accept the report as presented. Dan seconded the motion and it passed 7-0. Alan reported that the IRS-990 has not yet been resolved. The CPA has written a letter of explanation. The board also reviewed rolling annual averages for registrations, transfers and paid memberships.

Old Business

- Katahdin Plus – see attachment Howard presented some new promotional material for the Kat+ program. He suggested advertising the program in several publications, similar to the KHSI promotional ads. Robert suggested tailoring separate ads to specific magazines.
- NSIP Grant report – Dan Dan reported that the group is assigning duties and will have a more detailed report at the next meeting. A sample plan should be available by March. There is also \$10,000 in the budget for the University of West Virginia research project.
- Hair Coat Video – Howard Jim reported that the first part of the script has been sent to Michelle for editing. The video will be composed of several modules that are 2-4 minutes long. The final script will be sent to Michelle by the following week. Jim will also send Howard a list of the approved hair coat inspectors.

Maria Dosch has stepped down from the committee. After discussion, Jim will take her place on the committee and recommend additional members from the inspectors' list.

- 2021 proposed budget – see attachment Robert and Alan presented the 2021 budget as prepared during the November meeting. Cindy moved to accept the budget, Dan seconded the motion and it passed unanimously.
- KHSI slogan – Howard Howard moved to host a contest to update/change the slogan. Cindy seconded the motion and it passed unanimously. Suggestions would be submitted and the final decision made at the Expo during the meeting. The new slogan suggestions must be submitted by the end of June. The Hairald and an email blast will be used to publicize the contest. It was suggested the contest winner be awarded two years free membership. Robert will develop a submission form and directions that will be included in the Hairald and the web site.
- Alan noted that all bills must be submitted to facilitate year-end closing of the books. He also reported that the 2020 photo contest has been judged and the winners' member credits sent to the registry.

New Business

- 2021 Expo – Cindy The 2021 Expo will be held in Mexico, MO. Cindy and Becky Shultz toured the facilities and local hotels before committing to the location. Several Missouri members are interested in assisting with the Expo and there are a couple local FFA chapters that can assist with some of the manual jobs.
- Gail's illness – Cindy Several board members and breeders were concerned as Gail was not responding to emails or phone calls regarding the upcoming Hairald. Jim reported that he'd received a text from Gail saying she was in the hospital. She did not respond to later texts. He will give her a few days and try again. The publishing date for this Hairald is not time sensitive.
- The board received a request from a NAILE exhibitor that an earlier photo be substituted for the official NAILE photo. The board agreed that the official photo would be used for the NAILE report, but the exhibitor could use any photo in their ads..
- 2021 complimentary memberships Bob Shauck will receive a free membership in appreciation for the photos he takes at Katahdin activities.
- Closing Education Office – Jim The storage unit will be emptied and the papers will be buried on Jim's farm. Howard offered to help Jim with the hauling and disposal. He will submit an invoice for associated costs, ship the scanner and important documents to Alan and cancel the storage unit.
- KHSI memberships – Dan Questioned if new members could receive a discounted membership their first year as an incentive to join KHSI. The board recalled this was done in the past and didn't result in an increase in renewals.
- Education Director – Jim The operations procedures manual is complete and ready for a final edit.

Committee Reports

- Bylaws – Jane asked that any areas of concern be forwarded to her. The committee will meet after January 1.
- Expo Sale – will meet after January 12, 2021
- Promotion – Larry suggested the merchandising tab be more prominent on the web site.

Howard asked if it was required that all committees be chaired by a board member. Chairing multiple committees can be burdensome. He suggested that other KHSI members chair some committee, with a board member sitting on each committee. Discussion determined that both had been done in the past, but no action was taken.

Dan moved to adjourn and Howard seconded the meeting. Motion passed unanimously and Jane adjourned at 9:16 PM EST.

Respectfully submitted,
Cindy DeOrnellis