

NYBPA Council Meeting Minutes

Date & Time: November 2, 2024 at 10 am

Location: Simply Homemade, Yellow Tavern Rd, Waterloo, NY

Present: Skip Lear, Brenda Dermody, Zack Welker, Betsy Hicks, Becky Kron, Carlos, Adam Murray, Paul Glennister, Karen Glennister, Sean Clevenstine, Joe Lawler, Anna S, Brendan S, Ashley Scoones, Chelsey Nelson. **Skip Lear called meeting to order at 10:07 am.** A quorum was established.

Approval of agenda. *Betsy Hicks motioned to approve, Seconded by Sean. All in favor, motion carried.*

Approval of previous meeting minutes: *Carlos motioned to approve, seconded by Joe. All in favor, motion carried.*

Treasurer's Report. Brenda Dermody, Treasurer, presented the financials.

Supreme Show Financial Report. \$6400 in income, \$474 profit, don't need to make a big profit on this. Help on food, donations by various NY organizations, report circulated.

Activity report shared. August 1 is when membership starts, reflected in the budget. \$13k is in CD for scholarship fund. Report shows a negative, but the budget number is more reflective of where the Association is right now.

Chelsey moved to approve Treasurer's Report. Zack seconded. All approved, motion carried.

2025 Budget. Current amounts shared in Checking, savings and Scholarship CD.

Income Side:

- Annual Meeting is at \$32K, \$35K with the corn grant that needs to be applied for. Food has gone up a little bit, budget adjusted for 2025 Annual Meeting.
- Beef Expo income & expenses is a wash.
- Directory is upped to \$15k, expenses at \$13, this is a directory year.
- Newsletter is always a negative number.
- Farm Show is budgeted at \$20,500 – will need to increase the price of food next year. Ran out of food early, so can increase income. Expenses – haven't gotten billed for milk, tables/drapes. Don't know if we'll have those as expenses.
- General merch sales \$800 cleaning out items (Tshirts & hats) from the trailer. Expenses at \$200 but not sure what is needed since there were none in 2024. New logo things will go under Promotions.
- Jr/Adult Ed has some funds, hasn't changed from last year.
- Junior Program \$18,360, expense \$20k, has some more income to come in.
- Membership dues - \$21500 budgeted
- Misc Income – bank error, will be 0 – 0 for next year.
- NCBA Dues Pass Through – will be a wash in the budget
- Other – nothing
- Newsletter - \$20k budgeted, expenses \$16k, same
- Herd Builder - \$5500 income, \$2200 expenses budgeted

- Promotional Income – logo updates
- Raffle – budgeted \$14000 last year but didn't bring in that much, expenses \$2100 (most people took cash so last year was lower expenses)
- Region Pass Through – numbers are down
- Scholarship CD is maturing November 12th, will renew after Annual Meeting to see who will be applying for scholarships.
- Supreme Show – budgeted for \$7500, will raffle off Supreme Show Sponsorship at Annual Meeting again. Lowered expenses to \$6000

Expense side:

- Affiliate dues is Farm Bureau membership.
- A draft report was shared, will email out a final report when it's ready. Will be voted on at annual meeting.
- Contract services is Becky's salary, will increase to \$25k.
- Equipment & repairs – Becky's new laptop, plus \$800 of billable time to get her computer set up.
- NCBA dues – always \$3000
- Office supplies – lowered this year
- Office Admin fees – Adobe that Becky uses
- Trailer – keep money in for trailer in case its needed
- Travel meetings – Amanda/Becky travel to attend CattleCon/NCBA meetings, Farm Show & AM
- Mileage/Tolls – only Becky/Amanda
- BFE expenses - \$1000

Comments about budget that it is very thorough, thanking Brenda for her time to prepare. Discussion around Scholarship CD & liquidity, thoughts for getting more of a return in the future.

Discussion around Auctioning off items at Annual Meeting – scholarship takes away from Supreme Show sponsorship. Finite amount of sponsorship dollars to be allocated at the annual meeting.

No need to vote, will vote at next meeting.

Reports

President's Report. Skip reporting. S&S event well attended, lots of positive stuff going on lately. Getting ready for Annual Meeting.

Executive Secretary Report. Becky reporting. Membership is at 403 members, up 13 members from September meeting. Goal is to get more new members & meat processors to join. Need to follow up on renewals. Tabled at CCE Erie County meeting and got to meet with inner city kids & taught about beef in September. Went to NCBA Region 1 meeting in MI, networked with neighboring states, very informative, talked about policy a lot there. Also talked about EID rule going into effect in November and talked about animal rights activist activity. Went to Harvest Classic in Hamburg. Discussion around gift cards usage – save one for meat raffle & give one to HC judge. Went to Stockmanship & Stewardship event, had a table & display. Want to try to tap into dairy farmer audience for membership, had many beef farmers that aren't members stop at the table. Policy update – want to continue the

work in this area that Amanda had started. Website update – completed update, let Becky know if there's anything that needs to be adjusted. Supreme Show – out of state member followed rules to be a part of the show but wanted to open discussion about it.

Skip asked about the Policy Committee gathering – John Kriese & bull buying, Amanda a part of it, Joe Lawler & Sean C too. Becky will be in touch about getting this to happen.

Scholarship Committee Report. Brenda shared email correspondence from Andrew King. Shawn Murphy to help Andrew with this committee, had two others decline to help. Skip commented that the Committee should focus on fund raising, Executive Committee should focus on finding the people to review the applications that don't know the applicants. Anna commented to have a Junior Advisor also review the applications.

Cornell Advisor's Report. Adam Murray reporting. Been in the role for 45 days, working to understand the beef industry in NY & getting his name & face out there. Part of the PRO-LIVESTOCK team. First major thing is establish a website through Cornell that is a centralized hub for beef cattle information.

Comments from the Council that we welcome input and thoughts from a fresh set of eyes.

Beef Council Report. Ashley Scoones reporting. Fiscal year just started Oct 1. Checkoff dollars are trending down. Doing their best to promote & educate. Focus on consumer promotion this year – ad campaigns, classroom & teach engagements. Sustainability & environmental focus tools from Kansas that are great for NY too. Athlete programming & nutrition programming round out the four areas. S&S event last weekend – about 124 attendees, Chrissy & Nancy worked very hard on this event & it showed. Great step in the right direction. May Beef Month Celebration in the capitol on May 12, will have a press conference in the well in the afternoon, want beef producers there to talk. Becky Kron will be there. NYBC will plan to serve beef sundaes there to push people through the event and gain exposure.

Becky talked about how Beef Checkoff discussions have been around going to \$2 per head, but Ashley said it is both a national and state conversation. It may or may not happen. 1985 \$1 per head is not the same as today, that's why conversation has gone that way. If a national assessment went up to \$2, the state assessment would probably go away, it wouldn't be additive.

Carlos asked about beef promotion in the city, stemming off the NCBA conversation at S&S and perception of beef in NYC. Ashley said ad quotes are for \$20k & \$50k but \$20k doesn't reach NYC. It's tough to get in NYC because it's expensive. Have done some media segments to reach NYC that are cost effective. It's tough to walk the line because policy can't be touched by the Beef Council. NYBC does work with NCBA but using dollar wisely has to happen. Discussions around preferences & how they've changed over the last 5-6 years. Ashley is working with associations (eg nutritionists) that help reach people in the NYC area, not necessarily on ads that reach broad audiences.

CBB Report. Skip talked about bull program that John is getting more info on. John K came in at 2:10pm, commended S&S conference, encouraged NYBPA to take more opportunity to do these events. We as beef producers need to support May Beef month at the capitol. The policy committee needs to be active. Working with Dr Adam is going to be a good thing for our NY beef industry. John shared some resources from National Beef Checkoff, NY is top performing beef checkoff state in the nation. John talked about how BQA resources are updated and the best they have ever been, and easy to use,

flexible online. John talked about “The Drive” and that we should all receive it. Gearing up for San Antonio, CattleCon 25, encouraged all to attend, hope that in the future that NYBPA can help people attend.

NY Juniors Report. Anna King reporting. Spring Preview show in Batavia in April. 120 head of cattle. Great reviews & areas to improve, loved the judges & looking at dates for 2025. Fall Festival in October, 100 head of cattle. New Juniors & great reviews, in conjunction with Cattle Jackpot show, able to save by doing so. Guest speaker was great, judge was great, looking at 2025 dates. Draft budget shared, will need to make updates, should be in the black for next year after updates. Semen sale should be a good fundraiser. Annual meeting – business meeting on Saturday plus two workshops planned. Incentive points will be updated and sent to Becky. New logo shared, got social media banners & B&W logos for \$500, will be announcing at annual meeting, planning to do online clothing orders so NYJBPA don’t have to mess with it.

BQA Report. Adam Murray reporting. S&S covered by Ashley, talks on cull cow management, BxD, transportation, grazing management and NCBA. Got 72 BQA certs from the event. Also did a BQA Train the Trainer event before the S&S. Chrissy has an event at SUNY Morrisville. Another event in Canandaigua planned.

Beef Farm of Excellence Committee Report. Betsy Hicks reporting. 5 farms applied, should have 5 winners. Will invite to Annual Meeting for recognition. Committee is close to having a brochure ready to share out, waiting on new NYBPA logo to finalize. Chelsey & Betsy working to get social media posts ready to share about program & past winners.

Regional Reports.

Region 1 – no report

Region 2 – Chelsey reporting. BQA in October at Cherry Creek – John Kriese talked about CBB, Jeff Winton talked about mental health. Very good discussion. Close to 18 people attend. Meeting coming up in February, date TBD.

Region 3 – no report

Region 4 – Sean reporting, will plan to get the region together after Thanksgiving, been in contact with Adam to speak. Been working on the March meeting. Need to make sure there’s a NYBPA table at the Allegheny County fair. (Becky & Ashley can have materials/be at fairs with NYBPA & NYBC if requested)

Region 5 – no report

Region 6 – no report

Region 7 – Joe reporting. Pasture walk in August, served beef sundaes, worked with CCE to put on. Nov 7 another meeting planned for blood pregnancy testing training. November meeting at Millers Meat Market to tour. Will start charging non-members to attend events.

Region 8 – no report

Region 9 – no report

Region 10 – no report

Region 11 – Carlos reporting. Melissa & Carlos talking a lot about what the region is doing. Created a NYBPA region 11 Facebook group for a safe common place to share. Working with Rich Toebe at CCE Delaware to hold an event in Hobart on December 9th at 6pm, Adam Murray to talk on quality & yield grading. Reaching out to non-producers to be a part of the association.

Region 12 – no report

Region 13 – no report

Region 14 – no report

Old Business –

2025 Annual Conference. Becky reporting. Official confirmation from Kent to be photo sponsor. Encouraged photo applications for photo content & directory. Deadline 12/31/24 to submit.

Food prices did increase a little, registration forms to be sent out as soon as that's confirmed. Hotel information is live. Speakers almost all confirmed, need a couple speakers for roundtable discussions. Vendor registrations got sent out yesterday. Photographer is Lucky Leaf, new to us this year. Becky will send out an e-blast on the Annual Conference by itself. Conf package last year was \$150. Friday or Saturday only was \$80. Prices went up to \$117, was \$108 last year. Discussion to up the price - \$175 for the whole conference, \$100 for one day. Discussion around award winners and price reduction tabled for another time.

Break for lunch 11:53, resume at 12:35 pm.

Environmental Stewardship Award. Ashely & Becky reporting. Website is updated, one application received by Nov 1 deadline. Discussion around getting nominations for the award instead of farms applying for the award themselves this year, and extending deadline. *Joe moved to extend deadline to Nov 15, Carlos seconded. All in favor. Motion carried.*

Logo Update & Declaration. Joe reporting. Committee went through everything from NCBA, and didn't like it. What the Juniors have is great, and wanted to reach out to designer. Becky reached out to Taylor, have approval to alter NYJBPA for NYBPA and will handle payment. Want to debut the new logo at the NYBPA Annual Conference and get updated today. Brenda reporting price for adult logo is \$100 from September, but needs to be verified with Taylor according to what we want. Becky shared three options. Discussion around logos being similar but not the same, and cost should at least be split down the middle, if not more paid for by NYBPA. Juniors want to be a separate brand, not just NYBPA with a "Junior" added. *Carlos moves to select the third logo, Joe seconded it. Motion carried.*

Farm Show. Becky reporting. Karen & Paul Glennister volunteered again this year to lead. Discussion around increasing the price of the sundaes this year. Each tray of meat and potatoes lasted about 50 people. Discussion around doing more food and not running out. Who covers if there's a slow day and we don't cover costs? The fair loves NYBPA being there, contract paid in July. Food cost \$10k last year. Brought in \$16,791. Other expenses include facility rent, milk, etc. Total expense would close to be \$12-13,000. *Joe motioned to move to \$15, Joe seconded. Motion carried.* Brenda & Glennisters will work on how much more food to order.

Discussion around selling items to people waiting in line for beef sundaes, NYBPA needs to capitalize on that opportunity.

Heifer Raffle. Kate Morrow emailed to Becky. “Pay what you pull” ear-tag heifer raffle, Becky can email out the raffle details if interested. Raffle done in person at the annual conference. 200 tags sold, \$20,100 income. Cost to NYBPA is \$3,310 regardless of how many tags are sold.

Discussion around raising costs this year – it’s a directory year so there’s sponsorship, supreme show sponsorship, plus scholarship raising. *Zack moved to table the conversation and Chelsey seconded. Motion carried.*

New Business –

Membership Database. Becky reporting. Database is an excel spreadsheet and it’s very tedious for renewals, missed opportunity to get members renewed each year. Membership database options are “Glueup” or “Growth Zone”. Perks to moving towards a platform like this for events. Discussion around investing in resources to make work more efficient makes sense. With Glueup, keeping website as is with NCBA, integrate zoom and quickbooks, the total cost \$5000 per year. Growth Zone hasn’t provided a quote yet. Council agrees for Becky to continue to look into this for managing membership with a database.

Lotts Recognition Initiative. Becky reporting. Lotts store our storage unit on their property, and we don’t pay them anything for it and we are very grateful for it. We don’t do anything to thank them for their on-going support. Discussion around life membership or gift basket, or ad. Ralph Lott would like to know if anybody goes there to pick up something so they’re aware.

NYBPA Intern Opportunity. Becky shared a proposal for an unpaid intern opportunity with NYBPA. Discussion around Becky having the time allocated with her paid role to do so to do the intern the justice. Zach brought up starting small with a mentorship opportunity to start with to gain traction. Considerations – social media, newsletter, website updates, NYJBPA, etc. Council agrees that it’s a good idea to explore. What are things that won’t require much training that would provide value to both parties.

Other issues & Concerns –

Sean brought up RFID issue that is supposed to go active this month, Nov 5th.

Carlos brought up scam emails and how to stop them, but the council recognizes it’s an issue. Just be aware of any emails asking for cash.

Carlos brought up a cooperative or other structure for purchasing for NYBPA members.

Need new posters with new logos for Farm Show and State Fair.

Next meeting Friday, January 24, 2025 at 5pm at the Annual Conference at Doubletree Hotel in East Syracuse.

Skip moved to Adjourn. Sean seconded. All in favor, motion carried. Meeting ended at 2:22 pm.

Respectfully submitted by: *Betsy Hicks, NYBPA Secretary*