

NYBPA Council Meeting Minutes

Date & Time: March 1, 2025 at 10am

Location: Lotts, 2973 Rt. 414, Seneca Falls, NY 13148



Present: John Kriese, Anna Scoralick, Brendan Scoralick, Sean Clevestine, Kate Morrow, Carlos Valery, Rich Blazeski. Katie Mitrowski, Betsy Hicks, Skip Lear, Becky Kron, Zack Welker, Brenda Dermody. Regions 1, 3, 4, 10, 11, 12, 13 represented. A quorum was established. **Zack Welker called the meeting to order at 10:07 am.**

Approval of agenda. Addition of Internship to New Business section. *Rich B moved to approve the agenda, seconded by Carlos Valery. All in favor, motion carried.*

Approval of previous 11/02/25 council meeting minutes – *Brenda Dermody motioned to approve, seconded by Rich B. All in favor, motion carried.*

REPORTS:

A. Treasurer report: Brenda Dermody, Treasurer, presented the financials with handouts.

1. Financial Report -

- **February balance** is not in a deficit, QuickBooks doesn't show everything
 - CD (at 4.1%) is open for scholarship, at a current excess of \$22,250, Farm Show is under review.
- **Statement of Activity** shows everything going through in the next 2 months.
- **Annual Conference**, paid in year before so it does not show up on current report. Same with membership since it begins in August.

Motion to approve by John Kriese, seconded by Sean Clevestine. All in favor, motion carried.

2. **Conference report to date:** just waiting on the corn grower's grant to come in (\$3000.00), currently looking at a \$430.00 loss (or investment because of the positive results from the results).
3. **Farm Show report:** we were billed for more milk than we used, Brenda looking into, good records were kept.
 - (a) 2 potato pans and 2 Beef pans were left over Saturday, Friday sold out totally, 1 pan of beef and 1 pan potatoes for Thursday.
 - (b) We need to review orders for next year.
 - (c) There were other food options this year which took away from the business for sundaes at booth.
 - (d) Becky sent an invoice to the farm show for the vendor meal tickets used, will see \$1,200 revenue
 - (e) Concern going forward: volunteer situation. More help is needed for future years to see success moving forward.

B. President's Report: Zack thanked everybody for being here. Conference was wonderful, ran well and great attendance. Looking forward to getting into things this year with a great group of people. Welcomed Katie to the board. Congratulated the Morrow's for the Environmental Stewardship Award.

C. Executive Secretary Report: Becky reporting. Busy month since conference. Went to Cattle Con in 2025 in San Antonio, an amazing experience. Encouraged everybody to attend next year's. Working on new directory, ads due today. Hosted first winter webinar series, on labor shortage in ag industry. Next one is March 19th, on mental health in farming community. Did Farm Show, trying to increase membership. 420 members, gained 11 new members. Shared mail received including holiday greetings and thank you's from scholarship winners, and thank you for hot beef sundaes donation.

1. 2025 winter conference – shared attendance, great trade show. Feedback from trade show was a little tight on space but worked ok. Kevin had glowing reviews. Panelist speakers had positive reviews as well as individual speakers. Thanked sponsors. Looking forward to 2026 conference planning and looking for great keynote speaker. Thanked Doubletree staff for their help. Shared Summary of Attendee Evaluations Form from the conference.

2. Cattle Con – great turnout from NYBPA members that were able to attend. ES Award – the Chedzoy's represented our region very well. Becky attended the policy meetings mostly and learned a lot about logistical things. Made a lot of connections. Next in Nashville on Feb 3-5, 2026.

3. Farm Show Report – had 5 breeds represented, 3 live cattle breeds on display. Served hot beef sundaes, thank you to all the volunteers. Juniors sold cookies, successful. 3 presentations from new Junior members, thanked Karen Clark for helping.

4. Herd Builder Sale – coming up in May, ads due soon. Questions can go to the board or to Phil Trowbridge. Zero consignments thus far, but have had a few people asking about forms.

5. Raffle Report – continue selling tickets, coming in really well so far. Brenda shared the raffle report - \$4600 turned in so far, still have to buy the steer. Zack commented that we are ahead of where we were last year. Phil usually helps a lot with the transportation of the steer and the beef/freezer. Becky commented that the freezer being a part of the raffle is a big hit – keep selling tickets! Question about budget for the steer – board commented that Phil tries to buy the middle of the road steer. Brenda explained about the tickets - when Elma Press did tickets, they used a template from 3 years ago, so we have to go with purchasing a steer instead of using a steer from a NYBPA member. Carlos offered to help with the steer as he's very close to Trinity, he charges \$4/lb hanging weight. John recommended to Carlos to reach out to Phil. Skip has asked Phil about helping again this year – Skip will confirm details with Phil to see if anything is in the works, and the board will reach out to Carlos if needed. Becky commented that the association should brainstorm about new fundraisers that would help the members more. We need to promote NY beef producers and eating beef, but not have a money pit of a fundraiser. Zack commented that we've struggled with this fundraiser for a few years and it's been a conversation for several years – we should explore Kate's idea that was

brought up a few meetings ago. General discussion about fundraisers – Kate’s idea vs meat raffle. One is internal – auction to our members vs selling meat raffle to customers, not members. John brought up bringing up a sense of urgency for selling tickets – the membership made it happen in the past. 500 members at 75% engagement selling 5 tickets is a significant income. Betsy brought up bringing up a competition for regional engagement on selling tickets, award can be additional monies deposited into that regional account, or NYBPA merchandise. Discussion around the auction on a non-directory year.

Sean wanted to know what the financial goal is for raising money, and what the money will be used for. Skip brought up one goal is to retain the full time position. Zack discussed about how traditional fundraisers have fallen below where they could draw in money. The Juniors are another goal, the Policy committee is another. John discussed how importance the setting of goals is. Next meeting, we should do a goal setting strategy, and utilize a facilitator. There is a lot of passion around the table and we can refocus the association. John is willing to do a goal setting strategy. Brendan reinforced the need for a facilitator. Zack recommended Becky to reach out to Barb Wilkinson with NCBA to facilitate. Carlos mentioned he preferred that the facilitator be an outsider of the industry to not have the filter of someone in the industry. *Brendan moved to have Becky research options for this and report back to executive board. Rich seconded. All in favor, motion passed.*

6. Supreme Show Report– looking for award suggestions. Reaching out to County Fair reps for those that want to participate and updating banner for this year.

- D. Scholarship Committee Report** – Brenda reporting. Report handed out. Scholarships were paid out (3) and \$17,000 moved to CD. Interest rate is 4.1%. Brenda had comments on applications – it does not say anything about the applicant being an active (for 1 year) current member of NYBPA or NYJBPA or as Brendan stated, a proven way of relation to the industry. John commented that the level of applicants was low and encouraged the association to think outside the box. Does the winner have to be in college to win? Can we do a matching scholarship to advance our Junior members – ie matching to buy a semen tank. Zack asked John and Brendan to send him 3-5 points of things/feedback that they want/fixed on the application to revise the application.
- E. Cornell Advisor’s Report** – Adam not present, at NY Angus meeting. Becky reporting. PRO-LIVESTOCK website is close to being launched. Working with SUNY Cobleskill on proper finishing – demo and presentation at butcher facilities.
- F. Beef Council Report** – Kate Morrow reporting. Ashely is back from maternity leave and sent some points to share. NYBC attended many meetings this winter in NY. Focus for engagement around NYC as well as around the state. Lots of new collaborations and partnerships planned for 2025. Received 75 applications for Beef in the Classroom grant, capacity highlights the enthusiasm for teachers to incorporate beef in their teachings. NY Best Burger competition is launching in May.

- G. BQA Report** – Adam not present. Becky reporting. Winter is slow, been spending time doing planning. Certifications on timeline as in past years, 210 vs 211.
- H. NY Junior BPA Report** – Anna & Brendan reporting. Had 3 Juniors do presentations at Farm Show. Semen sale committee meeting in March. Spring Preview in April, Fall Festival in October 3-5. Fall Festival does overlap with Keystone, but didn't affect the number of exhibitors. Opening a virtual storefront to sell clothing & merchandise. Have judges ready. Looking for another Junior Advisor to help. Clothing storefront is managed by a WNY company – consumer goes online and custom makes the item using logos, etc. Pricing hasn't been set yet, don't want/need to make money on it – just an additional value add to get marketing out there.
- I. CBB Report** – John Kriese reporting. Went to Cattle Con and shared great news. Beef Checkoff – 40 years it's been in place. High prices and consumers are still choosing beef, may be dropping in cuts but still choosing beef. \$32 million is what we have to work with to drive beef. There are way fewer cows, thank goodness we import beef because it's a quarter of what is consumed in our country. On Committees – on consumer engagement, has been working on FFA stuff, need to utilize our young members as advocates. With Cattle Con, the industry is coming together. CBB is constantly getting requests for freedom of information and eats up a lot of money. Learn from other checkoff associations – both animal proteins and almond checkoff. Evaluation committee – encouraged people to get "the Drive" mailer, lets you know what's going on with NYBC and beyond. Also commented on Beef x Dairy and it being a national movement. General discussion around importance of BxD to our industry nationally and in NY State.

Break for lunch at 12:05pm, returned at 12:20pm.

- J. Policy Report** – Sean Clevestine reporting. Have had two very productive meeting. Goal setting at annual conference. Next meeting last Wednesday to draft letter to executive board to request a modification to bylaws, to be received by end of March. Will plan to discuss framework including term limits, regions that don't participate and more. Their proposal will need to be in by June so whole membership can vote in September. The committee voted on a mission and are planning on a lot of work, getting Gaile involved, and are very excited. Want to view this as a vehicle to get other people excited about joining the Association. Grassroots efforts – each region chair has a choice to get message out, hopeful that the membership will have ownership in the organization.

Betsy moved to appoint Sean to Committee Chair of Policy Committee, Seconded by Carlos. All in favor, motion carried.

- K. Beef Farm of Excellence Program** – Betsy Hicks reporting. Awarded 5 farms at Annual Conference. Will be highlighting winners via social media throughout the year. Application will be reviewed by the committee, open in August for applications. Change the award letter to a google form or something easier for winners to get information to committee.

Region Reports

Region 1 – Zack & Skip reporting, March or April regional meeting is being planned.

Region 2 – Katie reporting, meeting coming up – Chelsy & Ted planning, reach out.

Region 3 – nothing to report, there is a meeting starting to be planned

Region 4 – Sean reporting, March 22nd annual meeting planned. Select Sires speaker plus another speaker TBD, at SUNY Alfred.

Region 5 – No representative available. Zack & Becky reporting that Joe Mueller is willing to step into a position, the Executive Committee needs to facilitate Region 5 conversations. Betsy shared a CCE meeting for BQA CE held at a Cayuga farm in February, talked about membership within Region 5 while there.

Region 6 – Betsy reporting. BQA training in the works with CCE Broome on a farm who volunteered to host. Great meetings in January building some momentum.

Region 7 – no rep present

Region 8/9 – no rep present

Region 10 – no rep present

Region 11 – Carlos reporting, March 11th meeting, enhancing herd health through vaccinations w/ Rob Lynch, DVM, getting ready for breeding season w/ Rich Brown, Equity Angus Farm. Working with Chrissy Claudio for a BQA training in May/June on Carlos' farm on Body Condition Scoring.

Region 12 – Kate reporting. Not sure of anything planned. In Washington County there is a pasture to profit meeting through NYBC, April 11-12.

Region 13 – Rich reporting, nothing yet

John asked if there was a way to get out a survey at each regional meeting to get a temperature gauge of members. Becky mentioned that she needs updated Chairs/officers for updates to directory, ASAP.

Old Business – none

New Business –

a. Reminder of Winter Webinar Series, March 19th next meeting. Registration link is on e-blast

b. Lobby days March 3-4, looking forward to updates at next meeting.

c. Region chair updates. Zack talked about Region 14 combining with Region 13. One adult in Region 14, Rich will reach out to them to invite to Region 13 activities. Becky needs chair updates for each region to update the directory.

d. Internships – amended to **Mentorship** by Zack. John brought up the value of internships. John thinks the organization is at a level to bring one in to develop youth and also keep good people in the organization's pipeline for key positions. Discussion around providing structure for the position so it's a value for the intern and the association. The structure is important for credit for their school, but as Anna stated the intern needs to have their school sign off on it. Betsy stated the internship needs to have a group of people around them to support Becky, Becky shouldn't be the only person that managing the intern is handed to.

John brought up his thought was more of providing experience to young people that are interested, not so formal as was just discussed.

Zack brought up that this idea is more of a "mentorship" opportunity. *John moved to bring in a young person, within or out of our association to support Becky's role, informally. Skip seconded. All in favor, Motion carried.* Heading for this section amended to Mentorship.

Other Issues and Concerns.

a. Carlos brought forward the NCBA Rancher Resilient grant to go to Cattle Con. What can the association do to make a program inside of NYBPA to support some farmers to go to our conferences? Zack asked for Carlos to summarize this idea to send to the Executive Board so we can get it on the agenda to discuss at a subsequent meeting. John encouraged this idea as he's lived the experience of the NYBPA investing money in him to go to conferences.

Next meetings:

May 17th – in person

September 9th – zoom

November 8th – in person

Annual Conference – January 23-24th, 2026.

Adjourn. *Motion to adjourn by Brendan. Seconded by Sean. All in favor, motion carried.*

Meeting adjourned at 1:22pm

Respectfully submitted by: *Betsy Hicks, NYBPA Secretary*