

Illinois Meat Goat Producers Board of Directors Meeting April 27, 2007

Jen Miller called the phone teleconference meeting to order at 8:07 pm. Directors present included Jen Miller, Vicky Wetzel, Beth Ellerbrock, Burt Walker, and District Representative McKinley Rogers. Absent were Jodie Boen, Mike Taylor, Roy Morrell, Dave Frueh, and Chris Fleming.

Secretary's Report

Jen Miller read the Secretary's report due to the March absence of Beth Ellerbrock, Vicky motioned to accept the minutes as read, Beth 2nd and motion passed unanimously.

Financial Report

No financial report due to Dave's absence.

Advertising and Promotion (Burt)

- AGRI-NEWS ad was placed for all shows promoting the meat goat classes. Ads were also placed for the 2-day show in Fairfield.
- It was discussed if the IMGP needed to be spending their money towards advertising, will it increase the number of entries/spectators at the shows? It was brought up to add a box to the entry forms or to ask at check-in where you gained your knowledge of the show. Vicky states she will do this at the Fairfield Goat Daze and will report back to the board at next meeting.
- Burt was wondering if there is any final info coming in from the buck test, and would like numbers to include with the advertising. Jen reports that the information should be out soon and will forward such to Burt.

Newsletter (Beth)

- The first issue is still being worked on. Discussion on quality versus quantity. All agreed that the quality of the newsletter is more important than the number of pages. Beth reports the newsletter should be out in early May, as it is taking a little longer than expected.
- Ad rates were discussed for both the newsletter and the website. Board agreed that the rates as they stand now are a little high, and suggestion was made by Vicky to make the rates for one year, as it will make setting up the newsletter and website a little easier.
- New rates are: \$15 BUSINESS CARD Size only for one year. \$8-1/4 page. \$16 for 1/2 page, \$32 for full page. Other than the business card size prices are by the quarter.
- Free Classified ads for members also discussed. These will be included in both the newsletter and the website. Must be for a specific animal for sale, equipment etc. For example: 4 percentage does for sale. NOT to be used for farm ads.
- Jen brought up the topic of compensating Beth for doing the newsletter, Vicky motioned to give Beth the same "pay" she gets for the website, which is 10 free entries to the IMGP shows, a \$150 value. Burt said that he feels if this is done then there is no limit to who will expect compensation for their volunteer work.

Vicky brought up that Beth did not volunteer to do the newsletter, but accepted it when no one else wanted to do it. Jen tabled the motion until more info and board members were present.

- Vicky is going over all the member's information for accuracy and asks that Beth include a small article regarding the new pamphlet we are making and the need for everyone to check the website for accuracy of their member information. Beth agreed.

Website (Vicky)

- Vicky will be adding a classified ads page, for members only. Each member is allowed one ad for free. These must be specific for what is for sale. (See info above)
- Vicky also brought up changing the web hosting to Netfirms. She states that she is more familiar with this company and it is FrontPage friendly, the current hosting site is HTML and hard to make changes on quickly. The Netfirms plan has "tons" of space. It also offers 100 free e-mail addresses that we can offer to the members who do not have personal e-mail but could access this through a library, work, or wherever. Vicky states this is comparable to the current pricing plan. McKinley brought up that the board could also have an e-mail address. Vicky states that she could set it up to automatically forward to each board members personal e-mail if so desired. Motion made by Beth and seconded by Burt that Vicky go ahead and change the web-hosting company. Motion passed unanimously.

Show Committee (Vicky)

- Vicky spoke about the prices we are charging for shows. She states that she looked at the other ABGA show listings in other parts of the country and that our prices are equal to or lower than most of them. Our current pricing is \$15 per head for first day, and if attending both days \$25 head. There will also be a multiple animal discount to encourage more entries. If you bring 1-3 animals, you are charged the full amount. If you bring 4-8 animals you will get \$2 off per head per day, 9 or more animals is \$3 per head per day. IMGP members will get an additional \$5 PER DAY off. Late entries will be enforced. Capped at \$50 for the show. This is an incentive to get the entries in so the show secretary does not have as much to do close to the show. The Highland show will be run the same way. Dave Thomas is running Pontiac show, and we will discuss this with him as far as late entries go.
- Jen brought up that a few people have been getting phone calls regarding the Market Doe/Wether class. Producers are concerned that they will not be having as much of a wether market if the does are showing with them. Vicky reminded us that the market class is for the kids and that some kids do not deal with an animal going to slaughter and this is a way for those kids to have a doe instead. Beth brought up that both the wethers and the does should then be included in the wether incentive program. Vicky clarified that BOTH the does and the wethers will be weighed; the does will show against the does and the wethers against the wethers. The only time a doe will show against a wether is for the Champion/Reserve. Vicky brought up that we have awards in the form of painted

saw blades (see examples at www.artist1965.com) for the first show on order and that entries have already been accepted for this show. She feels as though it is too late to change the class list at this time for the Fairfield show. Burt brought up that in Hog Shows the females will out-perform the males in market classes and that this is what the producers are afraid of, thus decreasing the wether sales. Beth brought up the fact that the 2007 show rules and class list was discussed at the last board meeting and was approved then, so this is really a mute point at this time. Possibly keep this in mind until the 2008 show listing comes out? If it appears to be a big problem in 2007, then it can be changed for 2008.

Youth/Education (McKinley)

- McKinley talked about the youth education area due to Jodie's absence. She states that there is a specialty livestock issue of the Ag-Mag coming out this fall. We have been invited to join in on that issue. She is not sure of the price at this time. To have a Meat Goat Ag-Mag would be over \$1000. Questions were asked regarding what the magazine needed for content--- McKinley states that it would be an article and then producer interviews. They would cover commercial, breeding stock, and show stock areas. The Ag-Mag is available through the Farm Bureau Extension offices and the Ag In the Classroom website. McKinley states that she will find out the price and specifics and will e-mail to each board member once she receives this information. McKinley also stated that she thought the IMGP should have a booth set up at the State FFA convention. She states that she will manage this.
- Jen brought up the need for more than one IMGP booth set-up. Discussion on the current set-up and how to make a second one. It was thought that the first one cost a few hundred dollars to have made. Decision was to see what the original one looks like and go from there. It was also discussed that photos could be changed to show different aspects of IMGP depending on the use. Beth will pick up the IMGP booth from Roy. (Roy called and no return call as of this time)
- Farm Bureau would like to have some goats come to school, around the area of the Heart Of Illinois Fair. This would be prior to the end of school in May. McKinley offered to do this; Beth offered to help, if not at the time of her surgery. We will add photos from such events to the newsletter/ website.
- Vicky states that last week she and her kids (human form) took some goats to Scott Air Force Base in St. Louis. This is an area that many kids have never seen a goat.
- McKinley will help with the farm bureau projects, taking goats into the school. Will use a Boer Goat coloring sheet and will take a few goats.
- Burt reports that the Heart of Illinois fair will be having a "Celebrity" Goat show. He is going to contact the news stations/ newspapers in the area to cover this.
- Vicky has proposed a slide show of the years' activities at the annual meeting. She encourages members to take photos at the various events, shows, photos on farm, sales, etc. to be included in the presentation. She received unanimous support for this idea.

Production Committee (Jen)

- Jen discussed dates for the 2008 buck test. She stated that the college kids helping with this event have enjoyed working with the goats. The test results should be in shortly and the results are good. She did state that the dates are too widespread (birth dates). These will need to be tightened down for next year to a 2-month window. There are 2 choices, an early test running from April 19-July 12. (DOB would be January 9-March 9) or a late test running June 7th- August 29th. (Date of birth would be January 9- March 9). Jen will double check with Mark for the dates. The later date seemed to work better in everyone's breeding plans.
- Jen brought up the IMG P Fall Seminar and wished to have some names of people to contact for a speaker. McKinley stated that she would like to hear Jackie Edwards speak. Burt stated that Rich Knipe from the Macomb Extension Office gave a great talk at their seminar and thought he would be someone to consider. Discussion on Arthur, IL versus some other setting, states that Arthur has been the setting thus far and people know where to expect the seminar. Beth stated she would like to see John or Jackie Edwards conducting an AI seminar. Burt stated that Dr. Colleen Lewis in Galva, IL is getting into AI and would possibly speak. Beth offered her farm as a central location for producers to attend a reproduction seminar. Springfield was also considered for a site for the seminar. Will check into the prices for the state fairgrounds and go from there.

New Business

- Beth advised the board that Schuyler County would like to have an open show in 2008; however, the only date they have available is a Tuesday. The board agreed that it would be difficult to get any number of entries as this was in the middle of the week and most producers have outside jobs. We would be interested in having an open show if they could work us in on a weekend. It was also thought that perhaps the fairgrounds would allow us to show on the weekend prior to the fair without charging us, and then once we see the numbers we could do the fair. This will be brought to Clause, as he was the one approached.
- Jen volunteered to host an IMG P scrapbook. It would be different from the photo album. IMG P members can submit a 12" x 12" pre-made scrapbook page about their farm. The scrapbook would be brought to IMG P events.
- Farm Progress Show, Decatur, IL August 28-30, 2007. We can rent a booth in the livestock tent (two 10" x 10" pens) for \$650. We can also do a 30-minute talk on goats once a day for each of the three show days. Nan is willing to work on ABGA funding (\$300). Burt motioned to continue working on the Show, Vicky 2nd and motion carried unanimously.

The meeting was adjourned at 10:16 pm. The next meeting will be by phone conference on Friday May 18 at 8pm.