

# Larimer County Jr. Livestock Sale Committee Minutes

## March 27, 2018

**Officers Present:** Ken Baty, Leslie Weibel, Tracey Brien and Cindy Buckardt

**Executive Board Members Present:** Tammy Rice, Doug Pennock, Sherri Jernigan, Biz Bopp, Angie Gardner, Don McGregor, Jill DeLucero and Barb Newman

**General Members Present:** Dale Brown, Chloe Sandy, Courtney Newman, Amy Newman, Linda Pennock, Marv Witt, Stratton Wotowey, Merri Hocker, Keri McGregor, Julia Frye, Kelly Fischer, and DeeDee Farago

**Extension:** Keeton Ehrig

**Guests:** Curtis Buckardt

Chair Ken Baty called the meeting to order at 7:06 PM in the Thomas McKee Building –. A quorum was established. Kelly Fischer and DeeDee Farago introduced themselves as new to attending a livestock meeting.

Biz Bopp moved to accept the minutes as sent out via e-mail. Cindy noted a couple of grammatical changes had been made. Motion 2<sup>nd</sup> and APPROVED

Tracey Brien presented the financial report. No comments were made.

### **Committee Reports:**

**Sponsorship/Advertising** – Lynn was absent so Jill DeLucero made a report. The committee was suggesting that the round tables that have been for the top buyers might be dedicated to sponsors of the tables. Possibly having an equipment show during the night of the sale, having a sponsor for the buyer cards and possible having banners on the bleachers and marketing those that make food donations Leslie Weibel said she was meeting with businesses to help cover the meal. Julie Frye suggested Markley Motors has their family has a relationship with Markley.

**Social Media** –Angie Sandy was absent so Leslie reported that they were looking for more items to post on Facebook such as youth working with animals, youth in recent shows activities outside of the county fair.

**Buyer Appreciation** – Tammy Rice would like to receive the invoice for the plaques and picture frames prior to receiving them so that a payment can be made. The committee is having a discussion with Morning Fresh Dairy regarding the possibility of having their milk bottles being used as the vases for centerpieces on the tables the night of the sale. Tammy is meeting with Laurie Graves to discuss the possibility of special imprinting on the bottles. The committee will check with The Ranch regarding The Ranch logo being used or not. This committee will meet with the sponsorship committee to discuss the possibility of this in kind donation being included with the sponsorships.

**Paperwork** – Cindy Buckardt reported that she and Barb Newman were working on updating the contact list. The paperwork committee gets underway in May.

**Sale** – Doug Pennock was needing copies of the sale brochure which was available

**Bylaws** – Ken shared a letter from Gil Barela of the Larimer County Fair Board. Leslie Weibel stated that she was planning on having something to present at the April meeting. Ken informed that committee that there is a chain of command and he was it.

**Jr. Jr. Livestock** – Biz Bopp is the advisor of the group and announced that Stratton Wotowey was selected as the committee chair. The group met and set some goals. The group decided to allow both Senior and Intermediate 4-H Livestock members to participate, however an intermediate member could not be the chair. Stratton commented on they were looking for further participation so they could set up committees. Keri McGregor asked about what the involvement expectation was going to be. Answer was to help the existing committees currently formed by the Larimer County Jr. Livestock Sale Committee. Stratton stated trying to formulate how to get involvement prior to the livestock sale. Help with marketing the sale making the information easier to understand for new families. “How To” make sale contact. Kelly Fisher informed Stratton their club meeting is the third Monday of the month the Sagebrush Riders and Stratton was welcome to come to their club meeting and speak about their committee to see about getting more involvement.

Tammy Rice asked that there be an inclusion in the sale mailing about the Champion and Reserve Champion winners needing to contact the buyers post sale to deliver their champion pictures.

Ken Baty commented that the contact card system was awful and not a positive experience. Another comment was that a better outreach to clubs to help youth with a “How To” do contacts was needed. Stratton was hoping to fill the gaps on the buyer card contacts with the youth participants. A suggestion was made to have livestock sale information available at the MQA/PQA trainings. Sherri Jernigan informed the group this had been done in the past and struggled with a lack of volunteers to man the table. Sherri commented that at her club as a leader she walks through the “How To” do a contact with her members and “How To” fill out the necessary paperwork. Just like selling the carnival tickets. Ken offered to work with the Jr. Jr. Committee to go to club meetings to help with explanations. A suggestion of making a meeting mandatory for livestock youth – Keeton informed the group of the challenges of making anything mandatory which includes having three dates. Chloe Sandy commented on the ability to interact with younger members, to educate them about the sale and then to get their feedback. Ken questioned who received contact cards and why not all market members. The current practice in his mind is not fair of having only the four main species (beef, goat, sheep and swine) doing contacts Ken’s thoughts are that all market species (including the poultry and rabbits) should be doing sale contacts.

### **Old Business:**

Curtis Buckardt presented more information regarding doing a live broadcast of the Livestock sale being shown on You Tube. He explained this would give another marketing incentive for sponsorship, the ability for out of town friends and family to watch the sale live. There could be a side bar on the show that showed the sale order so youth participants could follow along and know when to line up. Sponsors would be documented during the broadcast. The concern of youth that have a no picture policy could be handled as well. Curtis pricing is an introductory price of \$2500 based on 5 hours with basic graphics. Tammy questioned the price for next year – Curtis answered that is an unknown this is their first livestock sale however their group has done auctions they just recently completed an auction/gala for the Wounded Warriors in Denver and a Volleyball tournament at the convention center. Biz questioned a price comparison with other companies Curtis assured the group that this was a very reasonable price. Ken informed Curtis the committee will discuss further.

Keeton asked about the minutes being posted on the website. Tammy commented that it was a bit challenging to navigate to find them.

## **New Business:**

Angie Gardner informed the group that four sponsors for the Reserve Champion Carcass Contest Belt Buckles had been found they are: Frontier Machining LLC, DeLucero Livestock, 4G Farms, LTD, and Bar CF Cattle Company

Courtney Newman suggested that there could be comment cards available at the sale for the attendees to give thoughts about the sale. The suggestion was made to eliminate the youth having to do contacts and simply mail out the sale brochure. Stephanie Morrison commented that in all their years of doing contacts maybe only three times was it ever a good experience. Ken informed the group that it would be on next month's agenda to further discuss contact cards.

Barb Newman informed the group that the Livestock Judging team would be selling the Colorado State Foundation Truck Raffle Tickets if anyone was interested in purchasing them they are \$5 each or 5 for \$20

Sherri Jernigan asked if the funds approved last month had been dispersed. Tracey said they had not but would get it handled.

Leslie moved to adjourn at 9:18 PM

Cindy Buckardt, Secretary