

**American Red Poll Association
Board of Directors Meeting Minutes
Tuesday, Oct 7, 2025**

Call to Order:

Tim Montague

Roll Call:

Present: Tim Montague, Brant Sanders, Jeff Talbot, Willard Gardner, Gary Taylor, David McCall, Joe Jackson, Jim Jackson.

Absent: Chet Miller, Phil Wyrick, Becky Ebersole.

Guests present: Edsel Belyew.

Approval of Minutes:

The minutes of the July 8, 2025, meeting were submitted for approval. Gary Taylor moved to accept, and David McCall seconded. Motion passed.

Finance committee: Edsel Belyew noted that our checking account balance was at \$14978 and he asked how much was available. Jim Jackson reported that we had approximately \$4000 available in the operating account after subtracting the amounts in the 3 holding accounts. Edsel noted that we needed to get together in a couple months to evaluate how much we are spending and whether we will need to transfer some more money to the operating account. Edsel questioned why the journal was showing a deficit of \$1758 on the yearly financial reports from Aug 31. Jim Jackson reported that we were still waiting for some people to pay for their ads.

Promotions committee: Brant Sanders reported that for Sep we had a total of 21300 views which is up 272% over Aug, 2700 interactions, up 859%. We reached 9900 people, which was up 417% from Aug. One post for the sale had 439 likes which is a big number. Another post had 845 likes. And another that had 682 likes. We are getting good feedback on our advertising dollars. Brant made a motion that we use \$500 out of the advertising fund to do Facebook boosts for advertising the sale. Jeff Talbot seconded the motion. Motion carried.

National Sale committee: Tim Montague reported that we need to find another vet as the person from last year can't do it. Tim will find someone. The Southern States Assoc had a meeting last week and verified the schedule as noted in the sale catalog. Friday morning, Tim is meeting with the officers from the regional associations and having breakfast to get to know each other and discuss the future of the breed. We will have a presentation on genomics. This will be to educate the members and be open to questions. A vote is not planned at this time. Jim Jackson noted that with the current entries and sponsorships and known expenses, we should be able to cover all the expenses and not have additional costs to the consignors above the entry fee. We have 30 lots entered at this time with another 4 expected to be entered.

Nomination committee: Jeff Talbot noted that he was still working on the nominations. He had 2 and working on a third.

Meeting adjourned.

Submitted by Jim Jackson, Executive Secretary/Treasurer