

**American Red Poll Association
Board of Directors Meeting Minutes
Tuesday, July 8, 2025**

Call to Order:

Tim Montague

Roll Call:

Present: Tim Montague, Jeff Talbot, Phil Wyrick, Willard Gardner, Gary Taylor, Chet Miller, David McCall, Brant Sanders, Jim Jackson.

Absent: Joe Jackson.

Approval of Minutes:

The minutes of May 13, 2025, May 27, 2025, and June 10, 2025, meetings were submitted for approval. Jeff Talbot moved to accept, and Chet Miller seconded. Motion passed.

New business:

Brant Sanders reported on the first month of Social Media advertising. June 2 through June 29. We have had 8800 views, 480 interactions, reached 2800 people. Brant has more statistics if anyone is interested. Brant noted that the next step would be to boost the posts. This would bring us to a larger audience. Brant suggested we start at \$20 per week and see how that goes. Some discussion occurred. Brant made a motion for ARPA to spend \$20 per week from the advertising account to boost the Facebook ads for the first month and then see what the statistics are to decide what to do next. Gary Taylor seconded the motion. Motion carried.

Phil Wyrick brought up that he had some phone conversations with Tim Montague regarding some posts on Facebook and that a breeder had put a post up on Facebook regarding the potential genomic DNA requirement for registrations. The post had been removed and Phil wanted to know who removed the post. Tim stated that he had a phone call with the breeder who had posted it and that that person then texted him that they would remove the post.

Meeting adjourned.

Submitted by Jim Jackson, Executive Secretary/Treasurer