



IBBA PROMOTIONS COMMITTEE
Meeting Minutes – May 16, 2019

Chairman Jeremy Jackson called the meeting to order at 7:05 p.m. CST

Jeremy Jackson	PRESENT	Wade Fisher	ABSENT
Chris Sankey	PRESENT	Cody Gariss	ABSENT
Eddy Roberts	PRESENT	Sara Green	ABSENT
Darrell Wilkes	PRESENT	Joy Reznicek	ABSENT
Jessica England	PRESENT	Mike Vorel	ABSENT

I. RECENT ACTIVITIES & REVIEW

The current status of the 2019 budget was discussed. With all of the current advertising commitments, there is a remaining \$18,878 in the budget. Discussion ensued on what avenues would be best used for the remaining funds.

The recent boosted Facebook advertisement was discussed, and it was agreed that though the investment was small (\$100.47) there was promising numbers for the small amount of time the ad was boosted, and the click rates were of a decent enough number to prove worth further consideration. Discussion for the possibility for developing a range of Facebook specific advertisements, especially for the Red Brangus and Ultras, was touched upon and the suggestion to brainstorm more ideas and further develop this plan in the future was made.

The on-going Brangus Photo Contest was discussed. As of the meeting there is only one entry in the snapshot portion of the contest. The contest has been advertised in the biweekly *Brangus Bulletin*, as well as on the Facebook page and in the *Brangus Journal*. Other avenues for participation were discussed, with consideration of involving the Juniors and potentially advertising in other outlets. (*Follow-up Action: Jackson will be reaching out to Tyler to discuss this topic and the potential of getting the Juniors involved with the contest.*)

II. ADVERTISING

The need for the latest, fall specific, version of the Brangus advertisement was discussed. Jackson made mention of the possibility of an older gentleman in an aged rocking chair sitting among a group of Brangus bulls with the phrase “Not your Grand Daddy’s Brangus”. The suggestion was well received, with Sankey suggesting the possibly of getting Bobby Steiner to stand in for the part. (*Follow-up Action: Sankey plans to reach out to Gary Bruns to put some feelers out for the likelihood of Steiner being interested in the part. Sankey will send over contact information to Jessie in the office.*)

Roberts & Jackson made mention of the need to get Brangus north of the Mason-Dixon line and into the northern and northwestern states. The potential for needing to push Ultras a little harder in certain climates was also discussed, as they can be better suited for the colder climates by design. Everyone agreed the Brangus female will work just about anywhere, but the bulls could have a little bit of a difficult time depending on their build. The topic will be further discussed in upcoming meetings. (*Follow-up Action: media kits for the North and Northwest states will be collected for review at the next meeting.*)

Jackson brought up the discussion of advertising on the Feeder Flash videos. Sponsored videos are \$300 a month and the committee agreed to run one video monthly for the remainder of the month. (*Follow-up Action: Jackson will reach out to DV Auction and have them contact Jessie to get things set up.*)



Jackson mentioned the possibility of IBBA running an ad for the Juniors if IJBBA provided the ad. Sankey suggested if we did so we would want to promote the IJBBA and the nationals we do so in Showtime Magazine since they reciprocate efforts. *(Follow-up Action: Jessie will get the media kit for upcoming meeting to discuss the possibility further.)*

The representative from American Rancher, Beth, joined the conversation, and the potential of running one (or some) advertisements ensued. The option of offering spots for our breeders was brought up and the potential of running multiple times if there is a great show of breeder participation/interest. Optional available slot is January 6th, the 3 time slots that would run would be Monday at 9pm, Tuesday 1am and Sunday at noon. Everyone agreed that we should go ahead on this. *(Follow-up Action: Jackson is to reach out to Beth and lock in the date and get 'the ball rolling' on the project. Jackson will also be emailing committee on developing the 'script' for what our bullet points should be in the upcoming video.)*

- III. COMMITTEE MEMBER FINAL THOUGHTS/ANNOUNCEMENTS/ADJOURN
With no other discussions/suggestions, the meeting was adjourned.