

Michigan Sheep Producers Meeting
January 4, 2020
Special Meeting for 4P Updates
Crowne Plaza Hotel

Directors Present: Averill, Bartlett, Bristol, Bronkema, Chapman, Ludlam, Oswald, Schloss, Schut, Scovill, J. Scramlin, M. Scramlin,

Directors Absent: Buckham, Lauwers, Thorne

Guest in attendance: Maury Kaercher, Denise Bartlett, and Bev Berens

President Bartlett called meeting to order at 7:40am.

Motion by Schut, seconded by Bronkema to accept the secretary's report from the October 2019 meeting. Motion passed.

4-P Follow-Up

- Communication Committee report

- Increase number of touches to members in 2020. Currently there are 4 newsletters, a FaceBook page, email blasts and the website.
- 2020 Plan
 - * Review newsletter and emails - 4 newsletters/year with an email blast in between issues.
 - Pat Schloss reviewed cost breakdown of hard copy vs. electronic versions
 - * Podcasts - 4/year
 - * Facebook live - 4/year

Motion by Schut, seconded by J. Scramlin to accept the committee's report. Motion passed.

Motion by Schloss, seconded by Ludlam to have 4 hard copies of the newsletter for 2020. Motion passed

Motion by Schloss, seconded by Schut to have the communication committee look into what it would take to get the tax exempt mailing status pros/cons and report back by the March 2020 meeting.

Motion by Schloss, seconded by Schut to have one email account for 2020 to send out the email blasts to members. This will be evaluated at the end of 2020. Motion passed.

Motion by Schut, seconded by Chapman to have the committee review the website for updates and easier use. Motion passed.

Motion by J. Scramlin, seconded by Schut to develop an advertising and sponsorship plan for 2020 by the March 2020 meeting.

- Colorado Resolutions - motion by Schut, seconded by M. Scramlin to support the resolutions from the Colorado Wool Growers Association on Market Loss Payments for Lamb and Market Facilitation Program for Wool & Pelts. Motion passed.

Motion to adjourn the meeting at 8:35am.

Respectively Submitted,

Karen Scovill
Secretary