

Kentucky State Beekeepers Association (KSBA)

Board Meeting Minutes

Thursday April 20, 2023

The meeting was called to order at 7:00 by Duane Keehan, president of KSBA. He was calling from his car as he was returning from Murry Kentucky where he was doing some advertising for KSBA. He asked Mike Mabry to take over control of the meeting if Duane's call was dropped due to poor reception, which did eventually occur.

The March minutes were approved by Jessica and seconded by Marcella.

Treasurers report: Marcella

Accounts ending in:

0777	12,489.64	with no outstanding checks
9165	8,140.09	with no outstanding checks
8049	12,407.29	with no outstanding checks
5563	<u>75,967.02</u>	
Total	109,004.04	

Website updates: Julie reported that there no new website updates but she and Theresa took care of some minor thing such as the woman who clicked on make a donation when she really meant to join KSBA.

State Fair: Mike Mabry reported that he sent E-mails to the local clubs to get volunteers to work the fair booth. So far, he has heard from a few organizations. Bluegrass is going to take the first two days, Capital City is going to take Tuesday A.M., Shelby County is going to do Tuesday P.M., Green River is going to take the last Saturday, and Bullet County is going to take the last Sunday and do clean-up. He said he will follow up with phone calls soon if he doesn't hear from any more groups.

Duane reported that the Hardin County 4 H group wants to participate in some way. Their name is the Swarm Team.

Membership: Phillip reported that he has taken care of the group of people whose emails did not go through. He says there are 1,020 active KSBA members at this time. One person was not receiving emails from the server and Phillip contacted Wild Apricot and his ISP and it was fixed.

Agenda: Rules about the creation of the agenda:

- 2 weeks prior to the KSBA meeting, a call for agenda items needs to be sent out to the board members.
- 1 week prior to the meeting the agenda will be sent out. This will be sent out to the Board members and the representatives of the local associations.

Julie said that she and Theresa would work on creating some links on the KSBA Website for the agenda, minutes, and for people to join the meeting. Jessica said those things need to be more forward facing so we are more transparent. This is something we can work on prior to the next meeting.

At this point we lost Duane, so Mike Mabry began to preside over the meeting.

Grants: Jessica

A few things have come up that we need to make sure we are on top of. This is mostly related to grants – keep in mind the grants are potentially over \$130,000 to KSBA from KDA/USDA and they are very picky about how things are recorded.

1. Today is Tax Day for most and I don't think we have submitted anything for our 990? I made an urgent call to Vickie Richardson's office to check and they have not been notified of any tax request on our side. I asked what our options are at this last hour and she said since we file the standard 990 we actually have until May 15. She still will probably require an extension unless the info gets to her really soon, but at least we are not late yet. I was checking because this paperwork is required for the grants and – as we know – it is critical that we not be delinquent on the 990 again.

2. Similarly, we have events coming up where we may be selling things in addition to the CKHP labels and we need to make sure everyone understands our obligations for sales tax charging and record-keeping so we have that reportable for the grants as well. I think Julie and Marcella were able to get us switched to quarterly.

Please let me know if there are questions, but with the new grants being scrutinized and trying to improve outreach to associations we need to make sure we are following the guidelines.

She talked to Joe and we have made it to level 4. They had wanted the original articles, but they are from so long ago no one knew where they could be found, Joe has power of attorney over KSBA and he has been communicating with them and apparently they are now satisfied, so now we are waiting on the final word.

Bret from the block grant had requested some edits to our request, so Jessica made them and sent them in on the 20th. We are just waiting to hear back, sometime in May. The amount is \$25,109.00, with \$12,750 earmarked to pay off the matching funds that was required in the grant to CKHP.

Eastern KY flood relief- only 10 people need our help that do not have any other options. Kellys, Mannlake, and Dadant have donated equipment and several beekeepers have donated NUKS. Jessica will be taking a load of donations to Letcher county in a couple of weeks.

New Business:

Open board meeting this summer? Jessica Mayes said the last time we did one, only 5% of the membership came. Mike suggested that we could have it in person as well as on-line and we might have a bigger turnout. Jessica also said that would be June, so it is a very short turnaround, and we would have a hard time getting speakers.

Annual meeting in November: location Harden County Extension office. We need to get speakers, and vendors. Mike said we should start nailing down speakers soon and get with Duane to see what dates he has in mind.

Julie reminder everyone that our new platform, Wild Apricot has a means for event planning and registration, so that can be used to track the number of participants.

Advertising: Jessica Mayes said that Bee Barn and Dadant have been advertising on the website for a couple of years and Rick had come up

with a way to monetize the advertising. He came up with a few price platforms, that included the website, events, etc., but nobody could ever agree on anything so it was kind of dropped. There were 5 or 6 levels and you could have a scrolling ad, just a lot of options. People's eyes just kind of glazed over when the options were explained to them. At one time Honey and Bee Connection was sent a bill for advertising and they sent a letter saying that they hadn't signed a contract and to please remove the advertising.

Tom Ballinger said the way it was originally designed was they were trying to make the advertising pay for the website. They took the cost for the website and divided it by 12 and tried to get the monthly advertising dollars to pay for the site.

Tom asked if we have the ability to track the number of people that visit the different vendor sites. Julie said she would look into that. Tom said he would be happy to take on the advertising and he strongly recommended that it be kept simple. Like for this price you get this. Tom suggested \$150 a month. Tim Sheehan suggested that we might start out cheaper, then gradually increase the amount. He said having a lot of advertisers on the website would give us greater legitimacy.

Tom asked how much we pay for Wild Apricot and Julie said \$2,500 a year. He said he would run the numbers and come up with something. He suggested giving Mann Lake and Dadant some kind of slack because they help us out with the State Fair and donations such as the Eastern Ky flood relief, door prizes, and ect. Jessica agreed but that we should thank them and say because you were so kind, here's 6 months of free advertising. She is going to check with Theresa to see if Google Analytics was utilized when they set up the website.

Tom is going to do two weekends in September at the Bowling Green farmers market for the education for 20-40 kids he wants to know if anyone has suggestions.

Local clubs: Mike said Warren County has a new president, vice president, treasurer, and secretary, so they are just now getting back up and running. They are aware of KSBA. J. R. Trammel asked Tom for the name and number of the president so he could do a story on them getting back together for Bee Lines. Tom said he would update the website and get the numbers to J.R.

Mike asked J.R. if he had the information on the new president of Allen County-John Pace.

KCHP: Scott

Both KCHP and KSBA are showing a 32% growth. He has about a dozen people interested in KCHP, that are not affiliated with a local beekeeping organization, which requires more work on Scott's part. There a lot more people who are changing their membership to include the KCHP, rather than just the standard KSBA. This in turn is producing more visits to the online store, with people making purchases of KCPA merchandise. We went from 500 members of KSBA when the new website went up to now having 903 in certified honey. He will be going to Kent's school this weekend, FFA May 10, and Perryville on the 13th. Phil Craft will be speaking at Perryville. Julie and a couple of people from Fort Harrod's will also be helping out. The 20th of may he will be at Founders Day at McConnel Springs with a KSBA and KCHP table. Scott is planning to send out an email to the membership to see if anyone has any honey left to see at the Perryville and McConnel Springs events.