American Brahman Breeders Association

Communication Committee Meeting Minutes

May 14, 2025, 2:00 PM CST
Teleconference

Catherine Neumayr called the meeting to order at 2:00 PM CST.

Present
Catherine Neumayr
Haley Herzog
Alyssa Doucet
McKenna Schulte
Kathy Bailey

Staff
Paul Maulsby
Chloe Grimm

The minutes from the previous meeting were approved without changes. The committee then turned its attention to old business, beginning with an update on the ABBA website. Chloe Grimm shared that the newly redesigned website officially launched earlier that day, May 14. Catherine expressed gratitude to both Chloe and Paul for their hard work, noting that this website will serve as a dynamic platform for increasing ABBA's reach and better telling the story of the breed. The site will be updated regularly and is designed to grow alongside the organization's evolving communications strategy.

In new business, Chloe presented a social media and email marketing update. She reported a 40% increase in engagement on Facebook, which continues to outperform Instagram. She is working to refine content creation in support of ABBA's core content pillars and to better understand platform performance. Chloe also shared excellent results from recent email campaigns, with a 46% open rate—approximately 10% higher than the industry average. The committee discussed ideas for growing the email list, including offering gated, downloadable resources. Haley Herzog suggested adding a simple popup to the new website as a way to quickly and effectively capture email addresses from site visitors. As of this meeting, the total email list stands at 7,164 subscribers, broken down into four main segments: 6,325 on the Brahman Bulletin (general) list, 1,475 on the AJBA list, 712 on the international list, and 322 on the F-1 list.

Catherine then led a discussion about the committee's meeting structure moving forward. The group unanimously decided to hold the majority of its meetings virtually. This decision stems from the success of last year's virtual meeting, which had the highest attendance of any Communications Committee meeting in the past three years. Virtual meetings offer many advantages: they are more accessible to members across the country, prevent scheduling conflicts with other committees, and allow our staff to be more involved without logistical strain. Additionally, holding our meetings virtually ensures that committee members and staff are free to attend in-person meetings of other ABBA committees, helping us stay informed and better

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equipped to share their work through our communications efforts. As part of our commitment to inclusivity, these virtual meetings will be shared with the general membership in advance to encourage broader participation.

To close the meeting, Paul Maulsby introduced the idea of using Basecamp as a central communications platform for the committee. This tool will allow us to stay aligned with projects happening in the ABBA office and make it easier for members to collaborate and remain up to date. The meeting was adjourned at 2:30 PM with a motion from Haley Herzog and a second from Kathy Bailey.

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