

American Dexter Cattle Association BOD Conference Call

February 6, 2019 - 7 pm CDT

President – Lesa Reid	* Youth Dir - Elissa Emmons	* Region 7 – Robin Welch
Vice Pres - David Jones	Parliamentarian - David Jones	* Region 8 – Doug Loyd
* IPP - Jim Woehl	Region 1 –	Region 9 – Kim Newswanger
Secretary - Carole Nirosky	Region 2 – Laaci Louderback	Region 10 – Patrick Mitchell
Treasurer - Jim Smith	Region 4 – Becky Eterno	Region 11 -
Registrar - Jill Delaney	Region 6 – Jeff Chambers	Region 12 – Terry Sprague
Webmaster - Ray Delaney		

*designates member absence

1. Lesa began the conference call at 7:05
2. Social Media – Carole Nirosky
 - Facebook regional group pages have been added or updated to help improve the flow of information, communication and interaction with our Facebook members.
3. Marketing and Advertising – Terry Sprague
 - The committee has been researching the possibility of trademarking our association name. The cost for trademarking is estimated to be between \$1200 & \$1500.
 - Discussion was held on the process and benefits of getting a trademark.
 - A Motion was made by Becky Eterno, Laaci Louderback 2nd, to trademark the association name “American Dexter Cattle Association”. The motion passed unopposed.
 - Terry will contact the attorney to start the process for the trademark.
 - Our current ADCA logo is not user friendly in some formats for advertising. Lesa is actively seeking graphic designers with the ability to change our logo into a new format that can be used in all applications of marketing. She will present estimated cost to the BOD as she receives them.
4. The Registration and Software workgroup gave an update on our pedigree site.
5. Bylaws and SOP’s – David Jones
 - David recommended editing the bylaw language regarding staff and salary positions. SOP’s need to be updated to add the First owner policy with the appropriate forms relating to new registration procedures that started January 1, 2019.
 - A motion was made by Laaci Louderback, Pat Mitchell 2nd, to clean up wording regarding staff and salary positions in the bylaws Paragraph 1, section A, and to add the First Owner policy regarding registrations and transfers, plus all the necessary forms to the SOP’s.
 - David will be emailing his recommendations to begin discussion regarding stipulations and qualifications for appointing President and Vice President.
 - A new treasurer description needs to be developed.
6. Registration and Transfer – Jeff Chambers
 - First owner registration and transfer policy changes will not apply to animals purchased before January 1, 2019. Buyers must submit proper documentation to the registrar.
7. Treasurer – Jim Smith
 - A good audit review was received by an outside independent accountant.
 - The treasurer position and job description were briefly discussed, and it was determined this topic will be added as a priority to the next meetings agenda.

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8. Agm – Lesa Reid

- Jim Woehl was absent but communicated to Lesa before the conference call that everything is on track and running smoothly for the AGM.
- This year's barn superintendent will be Clem Nirosky.

Meeting ended at 8:30pm CDT

Submitted by Carole Nirosky