

# American Dexter Cattle Association AGM Board Meeting

August 1, 2018 - 7 pm CDT

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

\*designates member absence

1. Lesa welcomed everyone and turned the meeting over to Joel Dowty to facilitate.
2. Membership Dues
  - Jill Delaney asked the board to reconsider using postcard mailings to remind members to renew membership dues early in 2019. This year’s renewals have trickled in slowly with the bulk being paid in June. Several members did not know they had missed the renewal date. The BOD agreed to return to postcards in the hopes of capturing renewals earlier in the year. Rebecca Gygax will contact Brent about design that includes information about membership and the 2019 AGM.
3. Bulletin Task Force – Joel Dowty
  - The bulletin task force will be meeting shortly to discuss, several items. Topics include Billing, Advertising and timing, and compiling a “bank” of photos. Report will be ready for the next conference call.
4. Registration and Transfer task force – Jeff Chambers
  - The task force submitted a draft of the refined 1<sup>st</sup> Owner Policy to the BOD for consideration. The BOD was asked to review and send any input, suggestions and thoughts back to the task force for consideration by August 15, 2018. The task force will bring a final format of the 1<sup>st</sup> Owner Policy to the BOD at the next meeting for consideration. The goal is to make the policy available to the members by October 1, 2018. Once approve the policy will go into effect January 1, 2019.
5. AGM Committee – Jim Woehl
  - The 2018 AGM ran smoothly due to the development of committees to help distribute the workload.
  - Vicki Jones compiled the results of survey passed out at AGM. Jim will forward those comments to the BOD but gave a summary. Everyone loved the educational seminars. There were mixed reviews about selling animals at the AGM. Some members would like to see the return of the Dexter animal auction. The FUN auction was a huge hit with Pat Mitchel as the auctioneer and helpers Rick Sydel and Jim Woehl.
  - The next meeting’s agenda should include
    - A discussion about the possibility of bringing back the live animal auction at the next AGM.
    - The BOD needs to make decision about the bid proposed for Ohio to host the AGM in 2020 or 2021.
  - The 2019 AGM is off to a head start because the facility in Nebraska is a turn-key operation. Pat Mitchell suggested that the AGM should serve beef for the main meal. Vicky Jones will be

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stepping down as chair for the hospitality committee. Becky Eterno volunteered to head up the Hospitality committee for the 2019 AGM.

6. Marketing – Terry Sprague
  - Presently advertising in Acres, Stockman's Grazing magazine. The committee is still investigating other advertising opportunities via publications to target small hobby farms.
  - Mother Earth News Magazine has a cost of \$200 per issue and \$500 per month to advertise on their website. The Mother Earth fair draws homesteaders and most are very interested in Dexter cattle. We have members that participate at no cost in the Mother Earth News fairs in different areas across the country, it is a great avenue for promoting Dexter Cattle.
  - Actions for the next meeting
    - Contacting Brent to design an updated professional brochure like the Dexter Bulletin,
    - Contacting google to help develop a better web presence.
7. Beef Task Force – Pat Mitchell
  - The task force will be meeting before the next conference call.
  - Pat has list of 7 members that would like to be a part of the task force.
  - Professional help is being sought to help develop a Beef Marketing plan. Jeff offered a possible contact that has experience in this area.
8. Youth – Laaci Louderback
  - Chris Odem award is being updated.
  - Possible herd book project is being developed. It will allow youth members that cannot attend the AGM to become involved.
  - Actions for next meeting
    - Report on new Youth Committee members from area associations.
    - Report on Youth BOD listed on website and edited bulletin
    - Report on official job descriptions for Youth BOD positions.
9. Final Thoughts –
  - Lacci Louderback asked if there was official letterhead that could be used for making thankyou cards. Kim Newswanger will email to Lacci.
10. The BOD went into Executive Session from 8:30 pm to 8:44pm

Meeting concluded at 8:45pm

Next BOD meeting, 9/5/2018

Submitted by Carole Nirosky