

American Dexter Cattle Association BOD Conference Call

January 8, 2020 - 7 pm CDT

President – Jim Woehl	Youth Dir - Elissa Emmons	Region 7 – Jennifer Hunt
Vice Pres – Kimberly Jepsen	* Parliamentarian - David Jones	Region 8 – Danny Collins
IPP -	Webmaster - Ray Delaney	Region 9 – Kim Newswanger
Secretary - Carole Nirosky	Region 1 – Skip Tinney	Region 10 – Patrick Mitchell
Treasurer – Roberta Wieringa	Region 2 – Laaci Louderback	Region 11 -
Treasurer – Jim Smith	* Region 4 – Becky Eterno	Region 12 – Terry Sprague
Registrar - Jill Delaney	Region 6 – Jeff Chambers	

***designates member absence**

1. Jim Woehl began the meeting with his vision for the BOD during the remainder of his term as President. The BOD will continue working to finish and refine current projects, such as the website, treasurer transition and registration software. The BOD will then work at developing a prioritized plan for the future of the ADCA which includes goals for 1, 3 and 5 years, to share with the members.
2. Registration and Software committee – Jeff Chambers
 - Four vendors have responded with letters of intent to submit a proposal by the February 26, 2020 deadline. The committee has met with each of the four vendors to answer questions concerning the request for proposal.
 - The committee will review all the proposals and hope to offer their findings and recommendations to the BOD at the April BOD meeting.
3. Website update – Jill Delaney
 - Jill and Ray are continuing to work with Ranch House to update and complete the new website. Ranch House will make necessary changes as needed for the rest of this year. Ray will be training with Ranch House in preparation of eventually taking over control of the website.
 - Incorrect forms on the new website have caused some delays with registrations, transfers, and membership. Jill will be working with the outsourced company to get these issues resolved.
 - A link to the 2020 Expo store will be available soon.
 - Question was raised about allowing corporate sponsors to advertise on our website. This item was tabled until more information can be obtained.
4. Treasurer update – Jim Smith
 - Jim Smith and Cynda Rodgers are currently inputting ADCA data into QuickBooks. Jim will have 2019 reports complete by the end of January.
 - Roberta Wieringa will be training as the new treasurer with Jim and Cynda in late February.
 - 2020 Budget will be discussed again at the next meeting in February.
5. 2020 Expo Update
 - Rebecca Gyax is working on the expo store to get it up and running soon.
 - The committee needs to work on completing the scheduling of educational seminars.
 - A proposal is being worked on to present to the BOD about the possibility of offering vendor sponsorship.
6. Ethics committee –
 - Nothing to report currently.
7. Other- Skip Tinney
 - Skip presented an idea for forming a new committee that would focus only on ways to increase ADCA membership.
 - Skip Tinney made a motion, Jennifer Hunt 2nd, to start a membership committee to drive ideas to bring to the BOD to help increase the membership of the ADCA.
 - Discussion: SOP's would have to be written to define what the objectives and process will be.

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- The motion passed by unanimous acclamation.
 - Skip Tinney volunteered to be chairman of the Membership committee; Jennifer Hunt volunteered to co-chair. They will develop an SOP and present a first draft to the BOD at the Feb. 5, 2020 BOD meeting.
8. Other – Danny Collins
- Danny asked to BOD to consider charging members a nominal fee to advertise A.I. Bulls on the ADCA website. The idea was briefly talked about and then tabled until the March 4, 2020 BOD meeting.
9. Marketing – Terry Sprague
- Terry asked the BOD to consider how they would like to market ADCA merchandise on the website, while using an outside vendor. Following a short discussion, the BOD asked Terry to have the marketing committee define the options further and bring them back to the BOD for consideration.

Meeting concluded at 9:10 CDT

Submitted by Carole Nirosky