

American Dexter Cattle Association BOD Conference Call

February 5, 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. The BOD went into executive session from 7:02 to 7:34. An ethics complaint was reviewed, and appropriate action was taken. Laaci Louderback was not in attendance for the duration of the executive session.
2. Registration and Software update – Jeff Chambers
 - The Registration and Software committee is waiting to receive proposals from 3 vendors by the Feb 26, 2020 deadline. After careful consideration one of the original 4 vendors withdrew their intent to submit a proposal.
3. ADCA Website Update – Pat Mitchell and Jill Delaney
 - Jill and Ray Delaney are continuing to work with Ranch House to make necessary changes to the new website as needed. No new items or features will be added to the website until changes and training have been completed.
 - Jim Smith is currently updating administrative information with PayPal. The update has temporarily shutdown our ability to receive payments on the website. Jim is working with PayPal to have it back up as soon as possible. An announcement will be placed on the ADCA website and social media about the PayPal issue. Notice will be given when PayPal is working again.
 - Jill will be invoicing members for the forms that were submitted and couldn't be completed through PayPal. She would like for the new website to have a shopping cart option for members to review or add to.
 - Rebecca Gygax is completing the 2020 Expo Store; it will be available soon. There was a one-time fee of \$425 to build the store page which will be also be available for future use.
4. Treasurer Transition – Jim Smith and Roberta Wieringa
 - Roberta will be meeting with Jim Smith and Cynda Rodgers for training this month.
5. 2020 Expo update – Jim Woehl
 - New for this year is a Youth "Best in Show" award. David Cluff of Utah has committed to sponsoring the \$100 prize money.
 - Rules regarding special premiums for youth owned animals and the Youth Best of Show award are still to be determined. Show committee will make recommendations to the BOD soon.
 - Class list is completed and will be published in the next edition of the Bulletin.
 - Jeff is talking with the university to arrange judging using the same format we used last year. He's also talking with them about the educational seminars.
 - Becky Eterno has confirmed the menu for the Expo and per member request, both meals will include dessert.
 - Show entry fees will increase from \$30 to \$35 per class. This is the first increase in five years.
 - ADCA members will be offered an opportunity set up a static display in the Lincoln room, for the purpose of promoting their herd or farm at this year's Expo for a cost of \$35 per table.
6. Youth Standard Operating Procedures (SOP's) update – Elissa Emmons

American Dexter Cattle Association BOD Conference Call

February 5, 2020 - 7 pm CDT

- Elissa will modify SOP's that were started in 2018 and resubmit them to the BOD via email for review and approval.
7. Membership Committee – Skip
 - Skip presented three documents to the BOD for discussion, Membership Committee SOP's, Affiliate Organization Group SOP's and Retention review. The BOD had a short conversation about the SOP's then they discussed the statistics concerning membership. The committee would like to focus on developing a plan to retain members beyond their first year of membership.
 - Jim Smith shared PayPal payment trends thinking they may be indicative of membership retention. 2017: \$111,000, 2018: \$117,000, 2019: \$110,000. The BOD agreed that they would like to monitor these types of financial numbers monthly.
 - Jim Woehl asked the BOD to read both documents again on their own and be prepared to discuss them further at the BOD meeting in March.
 8. Marketing and Advertising committee report was tabled until the March meeting.
 9. Terry Sprague asked for the Logo committee update to be added to the March meeting.
 10. Jim Woehl will be creating a standing agenda for the BOD meetings; it will include a monthly financial report to be given at the start of each meeting.
 11. Skip Tinney asked to be added to the Marketing and Advertising committee.

Meeting concluded at 8:35 CDT / The next meeting is scheduled for March 4, 2020

Submitted by Carole Nirosky