

American Dexter Cattle Association BOD Conference Call

March 4, 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	

Standing Agenda Items:

1. Treasurers report –
 - Roberta Wieringa’s training for the treasurer positions began this week.
 - Jim Smith mailed the ADCA 990 tax forms and will forward copies to the BOD.
2. Registrar’s report – February 2020
 - Transfers: cows and bulls 94, steers 1
 - Registrations: cows 69, bull 21, steers 2, 7 late, 1 rush
 - Membership: individual 94, family 15, junior 5,
 - 90-day web ad: 3
 - Breeder listing: 1

Monthly Agenda:

1. National Expo – 2021
 - Clem Nirosky joined the BOD meeting to help answer questions about the venue in Ohio for 2021 ADCA National Dexter Expo.
 - Following a brief discussion, Terry Sprague made a motion, Pat Mitchell 2nd, to hold the 2021 ADCA National Dexter Expo and AGM in Ohio at the Wayne county fairgrounds in Wooster, Ohio June 24-26, 2021. The motion passed by a majority vote.
3. Youth Bylaws review was tabled until the next meeting.
4. Website Advertising –
 - Danny Collins presented two recommendations for changes to advertising charges on the ADCA website. Proposal #1: I propose to charge \$60/year for the advertisement of an AI bull as of January of 2021. Proposal #2: Proposal to increase the Breeder Advertisement on the ADCA website to \$60/ year. The BOD discussed the pros and cons of making the proposed changes for advertising like we do for sale animals.
 - Pat Mitchell made a motion, Jeff Chambers 2nd to accept proposal #1 and charge \$60 to advertise an A.I. Bull on the ADCA website for one year, beginning January 1, 2021. This motion passed unopposed.
 - Jeff Chambers made a motion, Pat Mitchell 2nd, to accept proposal #2 and increase the Breeder Directory advertisements on the ADCA website from \$50 to \$60 per year beginning January 1, 2021. The motion passed by a 6 to 3 majority vote. Yes votes: Jeff Chambers, Laaci Louderback, Becky Eterno, Danny Collins, Kim Newswanger, Pat Mitchell. No Votes: Skip Tinney, Jennifer Hunt, Terry Sprague
5. Membership Committee SOP review/approval
 - Skip reviewed the Membership committee SOP’s that were presented to the BOD at the 2-5-2020 BOD meeting:

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Membership Committee

The Membership Committee will look for ways to grow and strengthen the ADCA through retention and growth of the membership numbers.

1. The committee will include a chair and co-chair to lead the group.
 2. The committee will accept volunteers/members with various lengths of membership in the ADCA. The members can serve for consecutive one-year terms that coincide with the ADCA fiscal calendar.
 3. The committee will gather historical metrics to measure retention and growth of the membership base. Growth and retention metrics will be monitored and reported to the Board.
 4. The committee will search for ideas and actions to retain and grow the membership.
 5. The committee will not proceed with any retention / growth actions or initiatives without prior Board approval and will provide timely feedback to the Board concerning progress and roadblocks to the approved action.
 6. This committee may seek help from other Committees and ADCA Staff / Board Members to execute Board approved actions or initiatives.
 - Following a question answer period Skip Tinney made a motion, Jennifer Hunt 2nd for the ADCA BOD to accept the proposed SOP's as presented. The motion passed by acclamation.
- Skip reviewed the changes made to the Dexter Cattle Clubs Initiative SOP's per the BOD's request at the 2/5/2020 meeting. The BOD requested one more change and Skip amended the SOP's:

Dexter Cattle Clubs Initiative

The Dexter Cattle Clubs Initiative's purpose is to help grow and strengthen the organizations by facilitating ways for Dexter Cattle groups to come together to share ideas, solutions, and best practices.

1. The Dexter Cattle Clubs Initiative will be led by an ADCA Board member facilitator and co-facilitator. Members will be Officers of ADCA Affiliate Groups.
2. The Dexter Cattle Clubs will operate independently of the ADCA and maintain the priorities, policies and practices established by their own individual organizations.
3. Each Dexter Club must be preapproved by the ADCA Board to join this group. Criteria for joining and participating will be in line with the requirements established for groups to receive donations and financial support of the ADCA. A Dexter Cattle Club may be removed from this group at any time by request of the ADCA Board. Any group may leave at any time that they choose.
4. The ADCA will not co-mingle money or finances with any Dexter Cattle Club. However, both the ADCA and Dexter Cattle Clubs may make donations or buy ads/services from each other. These financial transactions will in no way assume any responsibility other than the purposes stated at the time of the transactions. All transactions will be pre-approved by the governing bodies of each organization involved.
5. The Dexter Cattle Clubs are not guaranteed any funds or donations from the ADCA. Each Dexter Club must apply for funds as already established by the ADCA.
6. The ADCA will host a conference call line to be used by this committee to allow Dexter Cattle Clubs to come together and discuss ideas for retention and growth of their individual memberships. The ADCA designated facilitator and/or the co-facilitator must be present on

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these calls. A maximum of three members from any Dexter Cattle Club may participate on an individual call.

7. New Dexter Cattle Clubs will be encouraged to be established in underserved areas of the USA. These new Dexter Cattle Clubs must consist of a minimum 5 members and have a basic organizational structure in place to request participation in this group. However, any fledgling group may seek ideas and suggestions from any Dexter Cattle Club to become established.
8. Any ADCA board member of staff may join in on these calls to provide support to the mission of this committee.
 - o Skip Tinney made a motion, Jennifer Hunt 2nd, for the BOD to accept the Dexter Cattle Clubs Initiative SOP's as amended. The motion passed unopposed.

6. Logo Committee

- Terry Sprague presented the BOD with several logo designs from the logo committee. The BOD narrowed the choices down to 5. Details for membership mailing and voting will be determined and submitted to the BOD soon.

7. Expo Committee update

- This year's educational seminars will be based on nutrition and breed health. The Livestock Conservancy is very interested in doing a presentation at the Expo.

8. Website update

- The PayPal issues for the registry have been resolved.
- Ray is currently training with Ranch House; Carole has been given a log-in and will be trained to make changes to the blog page.
- Jill is working with the forms personal to create a shopping cart so multiple transactions can be paid for via PayPal.
- All changes or concerns about the ADCA website should be sent to Pat Mitchell.

Meeting concluded at 9:05 CDT / The next meeting is scheduled for April 1, 2020

Submitted by Carole Nirosky