

American Dexter Cattle Association BOD Monthly Meeting

March 2, 2021 - 7 pm CDT

President – Jim Woehl	Youth Dir - Elissa Emmons	Region 7 – Jennifer Hunt
Vice Pres – Kimberly Jepsen	Webmaster - Ray Delaney	Region 8 – Danny Collins
IPP -	* Region 1 – Skip Tinney	Region 9 – Scott Wilson
Secretary - Carole Nirosky	Region 2 – Laaci Louderback	Region 10 – Santiago Lizarraga
Treasurer – Roberta Wieringa	Region 4 – Becky Eterno	Region 11 -
Registrar - Jill Delaney	Region 6 – Jeff Chambers	Region 12 – Kevin McAnnany

*designates member absence.

1. Treasurers report –

- Total liabilities & equity \$369,3217.44
- In addition to the regular bills in February, Travelers Insurance (\$2145) and Colorgraphics bills were paid. The bulletin bill was over \$9600.00 for 1977 copies. This total includes printing, postage, & sales tax.
- Jeff noted that income for January was \$9,000 over budget. Roberta confirmed that was correct and we had a busy January.

2. Registrars report – Jill Delaney

- Tying in with the treasure report, Jill stated that she has had a large increase in registrations and transfers from last year. 63 new members were added in January.
- There was some discussion about the quantity of bulletins sent out in January, Jill stated that this mailing was larger due to inclusion of members that had not yet paid for 2021 membership and is customary for the first mailing of the year. The next mailing will only be sent to current members. Every mailing includes extra copies for Jill to use in new member packets.

Totals 2020			Totals 2021		
Sales Invoice Totals			Sales Invoice Totals		
Inventory Item	# Units	\$\$Amount	Inventory Item	# Units	\$\$Amount
Steer Transfer	1	5.00	Dexter Bulletin 1/4 Ad	1	120.00
90DayWebAd	3	90.00	Steer Transfer	4	20.00
BreederListing	1	50.00	90DayWebAd	5	150.00
Reg	69	1725.00	Reg	114	2850.00
Late	7	315.00	Late	15	675.00
Tran	85	1690.00	Tran	146	2940.00
Over/Under Payment	1	10.00	Over/Under Payment	7	245.00
Dues	91	3455.00	Prt Duplication Certs	2	8.00
Family Membership	15	725.00	AI Bull Listing	4	240.00
Family Dues Next Year	1	45.00	Dues	126	4850.00
Jr Membership	5	50.00	Family Membership	25	1305.00
Bull Registration	21	1050.00	Associate Membership	1	40.00
Steer Registration	2	10.00	Jr Membership	6	60.00
Rush Charge	1	10.00	Bull Registration	34	1700.00
			Steer Registration	2	10.00
			Rush Charge	5	50.00

3. President’s comments – Jim Woehl

- The ADCA is off to a good start for 2021 and there continues to be increased interest in Dexter Cattle. Plans are moving forward for the 2021 National Expo with education always being a large draw for this event.

4. Invoicing for membership web advertising etc. – Jim & Roberta

- The BOD talked about implementing an invoicing program for membership, web advertising etc. This item was tabled to allow Roberta time to explore QuickBooks and see if she can create invoices within that program. PayPal was also suggested as another option for invoicing.

5. Electronic bulletin –

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- Due to the high cost of producing and mailing the ADCA Bulletin the BOD discussed the possibility of moving to an electronic version of the Bulletin. Some concerns were raised relative to slow internet and download capabilities for some of our members. Concerns were also raised about the mechanics of managing an electronic and printable member list if we were to offer both. The cost for printing bulletins goes up when we lower the quantity printed, so printing less may not be advantages for the association at this time. On the other hand, postage will continue to rise.
 - Discussion was held about the Bulletins being a perk of being a member and creating a member only section on the website for members to access the Bulletin.
 - Kevin McAnnany, Santiago Lizarraga and Danny Collins will work as a group to investigate the best ways for implementing an electronic version of the Bulletin.
 - The Bulletin was mailed last week, some areas are seeing a delay in receiving them due to slow postal service.
6. Expo update – Santiago Lizarraga
- Menu has been determined for the expo and can be ordered at the Expo Store.
 - Thursday evening pizza, salad & ice cream machine – no charge.
 - Friday evening fish & chicken fry, cheesecake, and ice cream machine - \$15 per person
 - Saturday evening brisket, chicken bruschetta, 3 sides, pie, and ice cream - \$22 per person
 - The marketing committee is working on the design for the t-shirt and local advertising.
 - OSU judging team will be used for the expo. Two different teams will judge the youth and adult shows.
 - The National Expo Store is open and available on the Expo tab of the ADCA website.
7. Marketing and Advertising – Kimberly Jepsen
- M&A committee has been meeting the 4th Thursday of every month.
 - They have set goals to create a possible new slogan, put together new videos for YouTube channel for milking, dehorning, how to draw blood samples etc.
 - Currently researching cost for marketing in magazines.
 - They would like to create a “Booth kit” for each region. The kits would contain items to help members promote Dexters at local events.
 - The M&A committee is exploring the possibility of hiring a design artist to create guidelines for advertising and create a cohesive uniform look for the ADCA. They would redesign banners, brochures, and design merchandise to sell. They would like to find someone within the membership to work on this idea.
 - Expo T-shirt designs will be emailed to the BOD for approval.
 - Jim asked Kimberly to have the committee design banners with the new logo to give each region at the expo.
 - Danny suggested using a pod cast as a marketing tool.
8. Youth Logo – Elissa Emmons
- Creating a new Youth logo has been in the making for 3 years. The youth BOD agreed to hold a contest for a new youth design. Contest information is available in the current edition of the Bulletin. The Bod has extended the deadline to April 1st for entries with an option to extend again if necessary, because some members experienced a delay in receiving their Bulletin.
 - Elissa will send contest information that can be posted on Facebook and sent to members via the regional directors.
9. Record of Birth – Jeff Chambers

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- The ADCA record of birth option is only for recording the birth of Dexter Cattle that meet the threshold of qualifications for ADCA registration. A record of birth cannot be transferred to a new owner.
10. Membership list – Jim Woehl
- A member asked the BOD reconsider posting the membership list on the website. The BOD stands by their decision to remove the list from the website to protect our membership. ADCA members can still be found by using the member map on the ADCA website.
11. Obligate Status –
- An obligate status question from an ADCA member was sent to the pedigree & genetics committee for review.
12. Animal Conservancy update - Danny Collins
- The conservancy has received a grant to do research on Dexter Cattle. They are currently gathering data for research. Danny has volunteered for this project.
13. Other –
- Kevin McAnnany asked for help creating a mailing list for his region. Jennifer Hunt volunteered to help him. Santiago offered to share information with everyone about a new program he is using to send emails to his region.
 - Jill asked for clarification about the new transfers policy. She asked if the owner of record must be a current member to submit a transfer. Owners do not have to be a member to complete a transfer.
 - Due to the increase in registration and transfers, Jim told Jill to concentrate on basic registration and transfers and to make them her priority. Specialty cases need to go through the regional directors. Registration and transfer policies can be found in the ADCA standard operating procedures.
 - Danny Collins is holding monthly meetings in her region to address registration and transfer questions and is willing to open it up to all ADCA members. Jennifer is doing something similar in region 7. Zoom calls can be recorded and eventually be made available to members via YouTube or Rumble.
 - Santiago suggested putting a generic sales agreement on the ADCA website. Jim's going to add this topic to the meeting agenda for April. Carole will send sales agreement samples to the BOD.
 - Kimberly Jepsen would like the BOD to consider pursuing other options for designing the ADCA Bulletin. She shared information she discovered while holding conversations with Colorgraphics. Following a short discussion, it was decided to address this again at the April BOD meeting for further discussion and research.

Meeting adjourned at 9:10pm CST

Submitted by Carole Nirosky