

American Dexter Cattle Association BOD Monthly Meeting

May 4, 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. Registrar’s report – Jill Delaney

- April totals are similar to last years. The early season surge has slowed down some, which is normal as these surges happen in cycles.
- Jill could not access computer for membership numbers and will email the BOD when they are available.
- Jill emailed membership numbers to the BOD on Wednesday May 5:
 - Membership count as of May 5 is 1278
 - Increase of 159 from last month
 - 68 paid and 91 new non-paid
 - This time last year we were: 965

April 2020			April 2021		
Sales Invoice Totals			Sales Invoice Totals		
Inventory Item	# Units	\$\$Amount	Inventory Item	# Units	\$\$Amount
Steer Transfer	4	20.00	Steer Transfer	1	5.00
90DayWebAd	6	180.00	90DayWebAd	8	240.00
BreederListing	4	200.00	BreederListing	1	50.00
Reg	101	2575.00	Reg	110	2750.00
Late	8	360.00	Late	26	1170.00
Tran	243	4860.00	Tran	200	4000.00
Over/Under Payment	1	30.00	Over/Under Payment	3	60.00
Prt Duplication Certs	4	12.00	Prt Duplication Certs	5	15.00
Dues	58	2285.00	AI Bull Listing	1	60.00
Dues next year	3	120.00	Dues	55	2200.00
Family Membership	5	275.00	Family Membership	11	605.00
Associate Membership	1	35.00	Jr Membership	2	20.00
Jr Membership	4	40.00	Bull Registration	47	2350.00
Bull Registration	42	2100.00	Youth Donation (Jr)	1	5.00
Youth Donation (Jr)	2	10.00	Steer Registration	8	40.00
Steer Registration	8	40.00	Rush Charge	1	10.00
Rush Charge	2	20.00			

- Due to the cost for transportation, Jill asked the BOD to decide if they wanted to spend the approximate \$2000 to have her in attendance at this year’s AGM.
- Kevin McAnnany asked an update on the numbers from the Expo Store entries. Four members of the BOD said they will not be attending this year’s Expo/AGM. Skip and Kevin recommended not having Jill attend to save the \$2000.
- Kevin McAnnany made a motion, Skip Tinney 2nd, for Jill to attend the 2021 AGM electronically. No further discussion was held. Motion passed carried. Jim asked Santiago to make room in the schedule for members to meet with Jill electronically sometime during the Expo.

2. Treasurer’s Report – Roberta Wieringa

- Total liabilities & equity \$373,301.09 after reviewing reports there were no questions from the BOD for Roberta.

3. Registration Software Update – Jeff Chambers / Susan Smythe

- Susan Smythe provided a quick review of the three phases for the new registration software being created by Better Built Cows.
 - Phase 1 – Registrar Component – completed

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- Phase 2 – Initial Public Component / Initial Member Component – Phase 2 is just as complex as the Phase 1 build with an expected time of 13 months for completion.
 - Phase 3 – Full Public Component / Full Member component / Financial Services component – the groundwork for Phase 3 will be mostly completed in Phases 1 & 2, completion should be much faster than the first two. No ETA available at this time.
 - Susan gave a demonstration of Phase 1 with the new updates and answered questions from the BOD. The RMMS committee recommended payment of \$5000 be made to Better Built Cows for the completion of Phase 1 according to the memorandum of understanding. Jeff made mention to the BOD that at this point, the ADCA has a back up registration software to replace the existing software if needed in an emergency situation.
 - Jeff recommended for the BOD to take advantage and use the next 13 months to develop a training program for members to learn the new software.
4. Show Committee Proposal – Dave Cluff / Rick Seydel
- The Show Committee proposed changing the Adult Show at the Expo to an Open Show beginning in 2022 with the understanding that the Youth Show would still be maintained at all future Expo's. The committee was looking for BOD approval to continue working towards an Open show and adjusting the show rules to accommodate youth in an Open show.
 - Following discussion, Jeff Chambers made a motion, Becky Eterno 2nd, for the Show committee to continue working on changing the Adult show to an Open Show. The motion passed unanimously.
5. ADCA Expo updates – Santiago Lizarraga
- Santiago gave an update on the details from the last Expo meeting.
 - Only one company is licensed to serve alcohol at the event center. Bartenders will cost \$950 for the three days. Tickets will be used for purchasing drinks.
 - Some of the youths have volunteered to help pass out ribbons
 - A Hoof trimmer using a vertical system will be available on Friday at a cost of \$35 per cow.
 - Laaci has ordered buckles and will bring them to the show.
 - We have a photographer to do candid shots and will be talking to a professional photographer this week about the show photos. Santiago asked about the budget for hiring the photographer.
 - Two OSU judges will be judging the Adult show. Matt Griffith has been hired to judge the Youth show.
 - The Buckeye Livestock Exposition contacted the ADCA about sharing the Event center for two days during the weekend of this year's Expo. They are willing to pay the entire amount of the Event center for the two days, cutting our cost by approximately \$5000. Benefits include having outside vendors like Sullivan's, & Weavers, plus up to 1000 people attending their event exposed to Dexter cattle. The Buckeye group is willing to work with us and our schedule to not interfere with our schedule of events. The Fairgrounds would have to give approval. Santiago asked for opinions from the BOD on how to proceed before he contacts the fairgrounds or the Buckeye Livestock Exposition.
 - Skip asked what would happen if we do not have enough participation for the ADCA Expo and had to cancel? Jim was certain that we would be hosting the Expo & AGM this year due to Ohio opening up and reducing covid related regulations. Skip wanted it on the record that we are required to have an annual general meeting but not a show. Jim stated that historically the ADCA has had a Dexter show along with the AGM for people to attend and see the animals. While he recognized that some on the BOD are opposed to having a show, this particular

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May 4, 2021 - 7 pm CDT

opportunity of sharing the Event center with a group of like-minded people would give excellent exposure to Dexter Cattle.

- Jennifer Hunt was under the understanding that the BOD would be deciding about going forward with the Expo this month. She asked if a vote of the BOD should be taken because some members of the BOD were not in agreement with going forward with the Expo and thought it should be on record.
- Jim expressed his opinion about the importance for the ADCA to host the Expo and have occasion for face-to-face contact with our members. He also acknowledged the need for improvement of electronic education opportunities but did not believe going electronically with everything in place of the Expo was the thing to do.
- The BOD conversation then turned to whether or not we should be hosting this year's event due to the lower numbers. Skip believed the BOD would be deciding at this meeting to hold or cancel this year's Expo based on conversation held at last month's meeting. Kimberly Jepsen recommended setting guidelines for what is acceptable in terms for attendance, participation, and overall spending for the National Dexter Expo and then having open communication about those items.
- The BOD continued discussion about the pro's and con's for hosting the national event and the expectations. Jeff gave history on previous Expos where animal sales and the auctions helped make the Expo's profitable. The internet came along, and animal auctions were no longer needed for members to find Dexters for sale. The BOD at that time accepted the need to continue with a show even at a cost because of other benefits.
- Jeff perspective about the Expo is the importance to devote time for dedicated breeders to get together to celebrate the breed and cultivated friendships. He surmised that breeders throughout the association have benefited from prospective buyers attending Expo's. Santiago agreed with Jeff about the importance of getting together with fellow breeders year after year and enjoying those friendships.
- Danny Collins said it was important for the BOD to remember we are spending members money. In this particular case for the Expo in Ohio, she was in favor of moving forward due to the extra exposure for Dexter cattle and would like to see future Expo's partnered with other organizations.
- Jennifer inquired about contracts and insurance if we allowed the Buckeye Livestock Exposition to share the Event center at the AGM; Jim confirmed that they would have their own contract and the ADCA would not be liable.
- Ideas were tossed around about the possibility of holding the Expo at state fairs or similar events to allow more exposure Dexter cattle. The BOD will continue to explore other ideas.
- Jim stated Dexter cattle have moved off of the endangered list to the watch list at the Livestock Conservancy because of breeders willing to show or exhibit them at local events. Exposure for the breed is always desired.
- Skip would like the BOD to create an Expo budget to give to the Expo committee to use going forward, instead of basing the budget on a venue already chosen.
- The BOD will hold a special meeting May 24, 2021, 7pm CST, for the purpose of voting on the 2021 Expo, and to also discuss the annual Talisman and Daggett Awards.

Meeting adjourned at 9:35pm

Submitted by Carole Nirosky