

# American Dexter Cattle Association BOD

## Special Expo/Daggett Meeting

### June 8, 2021 - 7 pm CDT

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

\*designates member absence.

1. Jim Woehl was unable to attend, Kimberly Jepsen chaired the meeting.
2. Treasurers report – Roberta Wieringa
  - Total liabilities & equity \$378,897.96.
  - Roberta contacted the Insurance company to adjust the policy as discussed at last month’s meeting, resulting in a refunded of \$1165.
  - Elissa requested confirmation about the actual dollar amount in the youth budget.
  - Roberta asked Carole to shut the Expo store down so funds could be moved to the ADCA checking account. Roberta is currently preparing Expo premiums.
3. Registrar’s report – Jill Delaney
  - Registration and Transfers are still on par with last year’s numbers. Membership is still increasing.
  - Jill and Susan Smythe are continuing to work on data cleanup before migrating the data base into the new software. This has been a huge task but will make the new data base better.
  - Jill has seen a wave of new members needing help with submitting registrations, sometimes causing a delay in processing speeds.

#### Totals: May 2020 vs May 2021

Sales Invoice Totals			Sales Invoice Totals		
Inventory Item	# Units	\$\$Amount	Inventory Item	# Units	\$\$Amount
Steer Transfer	3	15.00	Steer Transfer	4	20.00
90DayWebAd	8	250.00	90DayWebAd	6	180.00
BreederListing	1	50.00	Reg	113	2825.00
Reg	112	2800.00	Late	9	405.00
Late	7	315.00	Tran	286	5720.00
Tran	311	6220.00	Prt Duplication Certs	4	12.00
Balance Paid	1	15.00	Dues	49	1960.00
Over/Under Payment	3	40.00	Family Membership	11	605.00
Dues	64	2495.00	Associate Membership	7	280.00
Family Membership	6	330.00	Jr Membership	2	20.00
Family Dues Next Year	1	55.00	Bull Registration	51	2550.00
Jr Membership	2	20.00	Steer Registration	5	25.00
Bull Registration	29	1450.00	Rush Charge	2	20.00
Steer Registration	19	95.00			
Rush Charge	5	50.00			

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4. Tech update – Kevin McAnnany
  - Kevin has been working with Wayne County fairgrounds to obtain sufficient internet service for the AGM activities. Cost is \$250 to obtain sufficient Wi-Fi connection. Cost cutting has happened in a couple areas of the Expo budget making funds available. Following discussion Laaci Louderback made a motion, Jeff Chambers 2<sup>nd</sup>, for the BOD to pay \$250 to obtain internet service for the AGM. The motion passed unanimously. Kevin will contact the fairgrounds to obtain the internet package.
  - Time will be scheduled for members to interact with Jill Delaney via Zoom.
  - Jeff will be bringing projectors to the Expo.
5. Expo update – Santiago Lizarraga
  - OVDBA members held a meeting with Elissa and Laaci to discuss youth activities for the Expo. The workgroup has several items planned and would also like to provide welcome bags for youth that are participating. Following discussion, Elissa Emmons made a motion, Santiago Lizarraga 2<sup>nd</sup>, for up to \$1500 of the \$5000 of the allocated youth budget be allowed to be spent on the youth program at the National Expo. The motion passed unanimously.
  - Skip inquired about the progress of youth logo contest. Elissa replied that the contest is open through the Expo, where kids will be encouraged to submit a logo version. Two choices will be selected and then sent to the ADCA BOD at the first meeting following the Expo for BOD consideration.
  - Becky asked if coolers would be available for water stations. Santiago will make it happen.
  - Due to the high cost for bartenders, we will not have an alcohol vendor at the Expo.
6. Storage Unit
  - Skip shared pictures he had taken of the contents of the ADCA storage unit in Missouri. The BOD discussed some options and concluded that the historical committee should be involved in deciding what to do with the old records and contents of the unit. Jeff Chambers made a motion, Laaci Louderback 2<sup>nd</sup>, for the BOD to leave the contents of the storage unit in place to allow the historical committee time to review and make recommendations. The motion passed unanimously.
  - Kimberly asked for someone from the BOD to consider chairing the historical committee. The historical committee responsibilities include but are not limited to preserving, archiving, and writing about historical Dexter and or ADCA information.
7. Member retention ideas – previously, Regional Directors were asked to bring an idea to the meeting that would help with member retention.
  - Santiago Lizarraga – Would like to see more attention and effort given to the Youth program. Including making families aware that we offer a youth membership, and that youth can become involved and participate in the youth BOD.
  - Laaci Louderback – Do more member specific items that apply to members only.
  - Skip Tinney – Would like to see space allocated for free in each edition of the Dexter Bulletin for regional groups such as Missouri, Ohio Valley, Oklahoma, and Rocky Mountain, to promote activities in their areas. He would also suggest allowing them to submit a written article highlighting individuals or families that are ADCA members, from their group or area.
  - Danny Collins suggested offering free sales advertisements to ADCA members. Ads would be for ADCA registered Dexters only and would not include a picture.
  - Jeff Chambers – Would like to develop more educational materials to help beginners and seasoned individuals to be more realistic in their expectations of breeding Dexter cattle.

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- Kevin McAnnany would like to survey membership to help better understand who is buying Dexter cattle and why. Survey would be geared towards new members and possibly be included in their welcome packet.
  - Skip wanted to know if the membership map coincides with the regional groups. Suggesting the ADCA supply those regional groups with tools to help create mentorships for new members.
  - Jennifer Hunt felt a simple thing for directors to do is to reach out to members that failed to renew in February with a reminder email. Lots of time they just forget. She has started committees in her region to allow members to become involved in helping to develop resources that can be used by everyone. Texas is working on a website for resources that are prevalent to that area.
  - Kimberly Jepsen. Would like the BOD to consider implementing a mentorship/buddy system for Regional Directors to help them transition into their role serving the membership.
  - Becky Eterno – Would like to find a solution to helping members with registration questions. Would like to see the membership list put back on the website without subjecting our members to spam email.
  - Jill Delaney would like the ADCA to increase marketing opportunities and create a larger business presence.
  - Jeff would like to see them marketed as a production breed. As for member retention, the ADCA needs to recognize the diverse groups of people that purchase Dexter cattle so we can become better equipped to serve them.
  - The BOD will continue with this conversation at the next BOD meeting.
8. Expo BOD meeting – agenda items for the Expo
- Jill would like to discuss adding a penalty fee for transfers submitted after 90 days of purchase. To urge sellers to promptly submit transfers for their buyers and to reflect a more accurate ownership date for the First Owner Policy.
  - Danny asked if a registration/transfer form could be made available to handle both transactions at one time. The current software does not have that capability but in the future the new software will.
  - Create a budget for the expo committee to use for the 2022 National Expo.
  - Animal Identification
  - Dexter Bulletin and it's future
  - Social Media policy
  - Discussion on Expo location
9. Other-
- Power Point – committee reports for Expo should be sent to Carole
  - Discussion about Vice President and President positions and elections at the Expo. Jeff mentioned his willingness to stand for the position of President.

Meeting adjourned at 9:03 pm CST  
Submitted by Carole Nirosky