

American Dexter Cattle Association
Board of Directors Meeting
January 10, 2023 - 7 pm CDT

President – Laaci Louderback
Vice Pres – Dan Edgington
IPP - Jim Woehl
Secretary - Carole Nirosky
Treasurer – Roberta Wieringa
Registrar - Jill Delaney

Youth Dir - Elissa Emmons
Webmaster - Ray Delaney
Region 1 – Skip Tinney
Region 2 – Stefani Millman
Region 4 – David Cluff
Region 6 – Kimberly Jepsen

Region 7 –
Region 8 – Mark Chaney
Region 9 – Kim Newswanger
Region 10 - Santiago Lizarraga
Region 11 - John Wallace
Region 12 – Kevin McAnnany

*designates member absence.

- 1) The board meeting called to order by Laaci Louderback at 7:00 pm central and roll call was taken. Member Janice McKim (region 10) was also in attendance.
- 2) Reports:
 - a) BBC Software update with Susan Smythe was postponed until the next board meeting.
 - b) Treasurer’s report – Roberta Wieringa
 - While working with Dave Cluff and the finance committee a glitch was discovered with the reporting in QuickBooks. Unrestricted funds are being added back into the totals causing an inflated balance. Roberta, Dave, and Kim Newswanger will be working together to resolve the reporting issue with the unrestricted funds.
 - There were no questions from the board for the treasurer. The ADCA total liabilities and equity are \$386,1513.80 as of November 30, 2023.
 - c) Registrar’s report – Jill Delaney
 - Jill is continuing to work with the new software reporting functions which are limitless in the types of information that can be extracted. Jill thanked the board for her pay increase.
 - Kevin McAnnany requested verification of the membership total in preparation for the next mailing of the Dexter Bulletin. This mailing will go to 2,012 members. Jill reminded everyone that the amount of bulletins mailed for the first edition of the new year is always higher because it includes members from the previous year that have yet to renew their membership. Jill was happy to report that return bulletins due to incorrect mailing addresses have significantly decreased.
 - Roberta Wieringa stated that the new detailed reports she is receiving from Jill are working and acceptable.
 - End of 2022 – Total membership: 2012 of which 697 are new members.
 - 2022 Total animals registered: 2144 – 1508 cows, 564 bulls and 72 steers.
 - 2021 Total animals registered: 2071 – 1480 cows, 512 bulls and 79 steers.
- 3) Committee / Task Force Reports – Committee Chairs
 - a) Finance committee – Dave Cluff
 - Laaci Louderback stated that the board met on January 3, 2022 to go over the budget for 2023. Contract employees were given a 6% pay increase, the first increase since 2017.
 - Dave Cluff said line items were included in the budget so committees can operate without the need to seek board approval for every expenditure.
 - Budget amounts overall were based on a three-year average of previous years expenditures and anticipated increases. For example, cost to produce the Dexter Bulletin, which is our single largest expense, is expected to rise due to printing and postage increases already slated for this year.
 - Laaci Louderback stated that the 2023 budget was reviewed and approved by the board in executive session on 1/3/2023.
 - Dave Cluff echoed Roberta’s earlier statement that an error was discovered in QuickBooks reporting and the finance committee will be meeting to correct the problem.

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b) Education committee – John Wallace

- John has made some contacts about developing videos for the ADCA YouTube channel. The committee has access to software that will help them to formalize videos for consistency in appearance. John requested access information for the YouTube channel. Kimberly Jepsen will send him that information.
- John expressed concerns about the placement of educational articles on the website. A brief discussion was held about the website articles, forms, and pages. It was noted that the new pedigree software will have its own catalog of forms eliminating the need for some of the online forms currently on the website. Kimberly Jepsen asked for suggestions to be forwarded to the website committee for consideration. She would work on adjusting existing information and did not recommend adding any additional pages to the website due to the cost.
- Dan Edgington was asked to update the education committee to include himself and Mark Chaney. Kimberly Jepsen recommended sending the committee list to the directors before each bulletin for updates.

c) Expo committee – David Cluff

- The committee met January 3, 2023 to begin preparing for the expo and selected “Westward Bound”.
- Updated Fair Park map and hotel information should be available this week. Food vendors will be available at another event taking place on the fairgrounds, but an entry fee will be charged to access that event. The Fair Park is looking into allowing FFA of 4H youth vendors to work at our event as a fundraiser.
- The committee asked the board to advise them about hosting the 2023 AGM at the expo in Utah. Discussion was held about past member participation for the AGM. Directors were disappointed at the low attendance for the online 2022 AGM in November. Feedback from members that attended the 2022 expo was limited, although a couple of members did express disappointment about the AGM not being held in conjunction with the expo. The lack of involvement from the membership leads the board to believe the AGM is not as important to the members as we would like it to be. Lack of participation should not be interpreted as alarming, most members are busy and just want to register and enjoy their cattle. It was suggested that holding the AGM in person and electronically at the expo would allow opportunity to reach more people. Another discussion point to consider in the future is how to add value to membership to encourage more involvement from our members.
 - Following discussion Jim Woehl made a motion, Dave Cluff 2nd, to rejoin the AGM with the Expo, both electronically and in person. The motion passed unanimously.
- Kevin McAnnany said the expo committee also raised a question about the possibility of reducing the sponsorship amounts for show classes. The board talked about sponsorship and the importance of recognizing sponsors in a proper fashion. Kimberly Jepsen proposed that the ADCA offer tiered swag packages to sponsors that could include merchandise and/or advertising options. Lots of ideas were shared about how to promote and encourage sponsorship and in conclusion, Jim Woehl suggested that Kimberly submit written a proposal to the board via email asap, in order to expedite a review and approval in time for publication in the next Dexter Bulletin.

4) Continuing Business

a) Region 7 Director – Laaci Louderback

- Originally, two candidates requested consideration for the vacant Regional Director position. One of the candidates, for personal reasons, withdrew her request. The board had an opportunity to review

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the other candidate Mark Ballard's bio in December. Mark Chaney made a motion, Santiago Lizarraga 2nd, to appoint Mark Ballard as the interim regional director for region 7. Interim term begins immediately and ends December 31, 2025. The motion passed unanimously.

- b) New member welcome packet – Stefani Millman
 - The board was given a final opportunity to make adjustments to the new member packet and none were received. Kevin McAnnany will talk with Brent about the layout and cost to produce the packet. Once completed the packet will also be made available for everyone on the ADCA website.
- 5) New Business
 - a) The 2022 Annual General Meeting (AGM) is now available on ADCA YouTube channel for anyone to view. Laaci asked directors to inform members about the YouTube channel in their next region email. "The Official American Dexter Cattle Association"
 - b) Dexter Bulletin – This edition will contain lots of information about the 2023 Expo. John Wallace asked for clarification about the size for articles. Kevin suggested 700-800 words depending on the topic. This year's expo and Bulletins will be focusing on animal health.
- 6) Other
 - a) Laaci thanked Janice McKim for attending and asked if she had any questions or comments. Janice thanked the board for allowing her to attend the meeting. Janice left the meeting at 8:15.
 - b) Executive session -
 - The board entered into executive session at 8:16pm to discuss a pedigree & genetics committee issue.
 - The board returned from executive session at 8:40pm

Meeting adjourned at 8:41pm CST

Next scheduled board meeting is February 7, 2023, 7:00 pm CST

Submitted by Carole Nirosky