

American Dexter Cattle Association

Board of Directors Meeting

November 2, 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 – Stefani Millman	* Region 10 – Santiago Lizarraga
Treasurer – Roberta Wieringa	Region 4 – Becky Eterno	Region 11 -
Registrar - Jill Delaney	Region 6 – Kimberly Jepsen	Region 12 – Kevin McAnnany

*designates member absence.

- 1) The board meeting called to order at 7:00pm central and the roll call taken.
- 2) Stephani Millman made a motion, Kevin McAnnany 2nd, to accept the October 5, 2021, board meeting minutes as presented. The motion passed unanimously.
- 3) Reports:

a) Registrar Report –

- Total members for 2021: **1842** (October - 16 paid and 77 unpaid/new members).
- Total members this time last year 2020: **1684** (October 2020 - 35 paid and 42 new members)
- There was a surge of registrations in October. With additional help, Jill was able to stay on top of registrations.
- In an effort to obtain correct new member information, Jill will be contacting new members via email to confirm information before processing transfers.
- Kevin McAnnany received a quote from Colorgraphics for preprinted registration certificates at .08 each. 10,000 copies would cost \$780. Pre-printed certificates will save time for Jill and reduce cost for paper, ink, and printers. The board was in favor of pursuing this option. Colorgraphics will be sending samples to Kevin and Jill.

October Totals 2020		October Totals 2021	
Inventory Item	# Units	Inventory Item	# Units
Dexter Bulletin 1/4 Ad	4	Steer Transfer	5
Steer Transfer	3	90DayWebAd	11
90DayWebAd	5	Reg	119
BreederListing	1	Late	6
Reg	96	Tran	304
Late	10	Balance Paid	1
Tran	257	Over/Under Payment	1
Prt Duplication Certs	6	AI Bull Listing	1
Dues	25	Dues	16
Dues next year	3	Dues next year	2
Family Membership	5	Family Membership	2
Family Dues Next Year	2	Associate Membership	2
Bull Registration	26	Jr Membership	1
Steer Registration	4	Bull Registration	52
Rush Charge	1	Steer Registration	3
		Rush Charge	7

b) Treasurer –

- Total liabilities & equity \$369,981.63 as of September 30, 2021.
- Roberta will be providing the board with an updated budget spreadsheet for the Nov. 9, 2021, budget meeting.

a) Committee Reports

- Bulletin – Kevin McAnnany – The next edition is on schedule and will be going to print next week. This edition is one of the smallest due to missing articles. Regional directors are periodically responsible for supplying articles for the Bulletin. Directors may also submit articles for consideration that are written by members within their regions. The next edition will include a membership renewal insert. Kevin stated that future editions will be built around a specific theme.

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- Colorgraphics made Kevin aware that a nationwide paper shortage may be happening soon. The bulletin committee will be creating a digital magazine to use as a substitute for the printed version in case a paper shortage does occur. Kevin stated any printing quotes obtained from Colorgraphics are only valid for one week due to the possibility of a paper shortage.
 - Registration Member Management Software (RMMS) – Jeff Chambers reported that the software is coming along well. Data migration has occurred, and Jill will be practicing with her portion of the software soon. Susan Smythe will be giving a more detailed presentation about the progress of the software program at the December board meeting. Jeff recommended for the board to begin planning for the software rollout by creating training. The RMMS committee will soon have access to the software to help evaluate and address any issues. We will be using both programs simultaneously until we are certain the new software is ready to stand on its own.
 - Website committee – Kimberly Jepsen and Carole Nirosky are meeting weekly to amend the website to clean up the clutter and ensure a better flow of information.
 - Education committee – Laaci Louderback reported that the committee is in the process of putting together a list of reading materials and other resources for members to reference about Dexter cattle, homesteading, animal husbandry and more. Once completed, members will have access to the list on the ADCA website. Anyone with resource suggestions should email them to Laaci at her new email address: adcavicepresident@gmail.com.
 - Marketing and Advertising – Kimberly Jepsen stated that the advertisement placed in Mother Earth News has already produced over eighty new leads for people interested in Dexter cattle. The M&A committee is creating an information packet to mail to these and future leads. Kevin is negotiating with Hobby Farms magazine about placing an advertisement in the June/July edition to go alongside a feature article about Dexter Cattle.
- 4) Continuing Business –
- Region 1 election - scheduled for Saturday November 6, 2021, from 10:00am to 12:30pm at the Library Station: Frisco Room – 70, 2535 N Kansas Expressway, Springfield, MO 65803. Region 1 member Peter Whipple, treasurer of the MDBA, graciously accepted the responsibility of receiving proxy votes from member and will lead up the election count. Following the meeting, Mr. Whipple will email election results to Jeff, Laaci and Carole.
 - Region 2 - Stephanie Millman will continue as regional director, Region 4 – Dave Cluff will be appointed as the new regional director. Laaci suggested inviting the new directors to the December board meeting. The board discussed ways to help new directors adjust to their new role on the board. Skip Tinney proposed a review the standard operating procedures concerning regional director election and recommended for them to include board approval for qualified candidates. Jeff Chambers will add Skip’s proposal as an added item for discussion at a future meeting.
- 5) New Business –
- a) Standard Operating Procedure (SOP) – The Bulletin committee proposed changes for the SOPs regarding the Dexter Bulletin. Proposed changes for scheduling and role definition were based on industry standards and intended to help future board members with procedures and production of the Dexter Bulletin. The board had concerns about the cost of compensation for the editor, associate editor, copy editor if those roles were to be redefined. The board recommitted the proposal back to the Bulletin committee to make revisions defining the roles and value of compensations for each. This board will revisit the SOP change and add it
 - b) as an action item to the December 7, 2021, board meeting.

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- c) Committee budgets – Jeff stated the purpose of this topic was to discuss committee budgeting requests and allow everyone to think them through before next week’s budgeting meeting.
- d) Marketing and advertising committee requested to increase the magazine advertising budget by \$3000 from \$1500 to \$4500. Kevin suggested moving to a percentage-based budgeting for 2023, where committees would be allowed a budget based on percentage of total income. Initially the goal of the M&A committee is to get the word out to the public about Dexter Cattle and advertise in the proper magazines to reach our targeted markets. They will be writing a mission statement and establishing SOP’s to develop a long-term marketing plan.
- e) Chris Odom Committee – Laaci Louderback requested on behalf of the CO committee an increase of \$350 to use for mass mailing to encourage youth members to apply for the CO awards. Current award prizes include Senior prizes of \$1000, \$500, and \$250; Junior prizes of \$500, \$250, and \$50. Current CO budget is \$2400, increase would take it to \$2750 for 2022. Skip Tinney highly recommended a need to realign the entire budget for better understanding of expenses, and in this case suggested adding the increase to the postage budget. Kimberly Jepsen recommended for the mailing to state that youth do not need to be present at the National Expo to win in hopes of gaining more participation.
- f) Expo committee – Jim Woehl – Expenses for the 2021 expo were a little over \$12,000. In anticipation of inflated cost, the expo committee requested a budget of \$35,000 including pass-through items such as meals, t-shirts, and hay, but not to exceed \$19,000 in total out of pocket expenses. Skip Tinney wanted to clear up any misconceptions about referencing expo expenses as being a loss and instead viewed it as an investment in our membership. Skip asked the expo committee to take a hard look at expenses to see if adjustments could be made to prepare for the expected inflated costs. The committee is willing to evaluate and adjust help cut costs. They are also seeking corporate sponsors to help with expo costs. Jim encouraged directors to put forward location options for the 2023 expo. Jeff requested for the committee to produce a budget amount excluding pass through accounts for the 11/9 budget meeting.
- g) Education committee – Laaci Louderback requested a budget of \$2000 for 2022. The committee would use funds to produce educational materials about Dexter cattle, create educational videos and establish an incentive program for member generated videos.
- h) The board held a short discussion about redesigning the budget in the near future. The board will take into consideration a mid-year evaluation for reallocating unspent committee funds.
- i) Elissa Emmons requested reinstatement of the Youth advisory committee. Jeff Chambers will add this request to a future agenda.
- j) Registration Member Management Software (RMMS) – Jeff Chambers reminded the board that the RMMS committee does not have a budget, and any costs associated with developing the rollout and training plan for the new software program were previously deemed to be a capital expense and not a part of the yearly budget. He wanted to make everyone aware that there may be educational expenses related to the new software in the next calendar year.
- k) The board will meet November 9, 2021 - 7:00pm CST for the 2022 Budget meeting.

The next regularly scheduled board meeting is December 7, 2021 7:00pm CST

Meeting adjourned at 9:40 pm CST
Submitted by Carole Nirosky