

# American Dexter Cattle Association

## Board of Directors Meeting

### February 1, 2022 - 7 pm CDT

President –	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 – Kim Newswanger
Secretary - Carole Nirosky	Region 2 – Stefani Millman	Region 10 – Santiago Lizarraga
Treasurer – Roberta Wieringa	Region 4 – David Cluff	Region 11 -
Registrar - Jill Delaney	Region 6 – Kimberly Jepsen	Region 12 – Kevin McAnnany

\*designates member absence.

- 1) The board meeting called to order by Laaci Louderback at 7:07 pm central.
- 2) Roll call was taken.
- 3) President / Vice President election.
  - Laaci Louderback was asked to leave the meeting so the board could discuss the ADCA president position. The Board moved into executive session at 7:09 pm and came out session at 7:34 pm.
  - Laaci rejoined the meeting and Jim Woehl announced the board’s decision to appoint Laaci Louderback as the interim ADCA president, Laaci accepted. Her interim term will expire at the 2022 AGM.
  - Jim Woehl made a motion, Dave Cluff 2<sup>nd</sup>, to table the Vice President appointment until the next meeting to allow time to reach out to other candidates that may be interested in serving as VP. The motion passed. Nominees should submit a bio to the board before the next meeting.
- 4) Approval of the January 4, 2022 meeting minutes was completed on 1/4/2022 via email.
- 5) Reports -
  - a) Registrar’s report – Jill Delany
    - i) Total Members for Jan 2022: 776 (410 paid/62 new members) 348 balance was end of 2021 but going into 2022 total.

January 2021 TOTALS		Jan 2022 TOTALS	
Sales Invoice Totals		Sales Invoice Totals	
Inventory Item	# Units	Inventory Item	# Units
Steer Transfer	2	90DayWebAd	2
90DayWebAd	2	BreederListing	3
BreederListing	2	Reg	100
Reg	103	Late	14
Late	9	Tran	218
Tran	143	Prt Duplication Certs	7
Over/Under Payment	1	Dues	321
AI Bull Listing	11	Family Membership	66
Dues	311	Family Dues Next Year	1
Dues next year	3	Associate Membership	4
Family Membership	87	Jr Membership	18
Associate Membership	3	Bull Registration	30
Jr Membership	6	Youth Donation (Jr)	4
Bull Registration	34	Steer Registration	3
Youth Donation (Jr)	14	Rush Charge	7
Steer Registration	8		
Rush Charge	1		

- b) Treasurer’s report – Roberta Wieringa
  - i) Total liabilities & equity \$376,423.56 as of December 31, 2022.
  - ii) The 1099 tax documents have been sent to contracted workers
  - iii) Danny asked for clarification about the non-invoiced revenue line in the financial report. Roberta identified those transactions as paid by check.
  - iv) Roberta would like to move funds from the checking account to the savings in hopes of gaining more interest. Following discussion, Jim Woehl made a motion, Kimberly Jepsen 2<sup>nd</sup>, to have the treasure maintain the ADCA checking account at approximately \$50,000 to cover expenses and authorized her to move the remaining balance to the savings account. The motion passed unanimously.

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- c) Committee reports –
- i) Ethics committee –The ADCA Board met in an executive meeting on January 25, 2022 to respond to recommendations made by the ethics committee concerning a recently filed ethics complaint.
  - ii) Concerns were raised about publishing names of members on the ethics committee. The board was in agreement about not publishing member names because the ethics committee is not standing committee and is formed ad hoc.
  - iii) New member Verification/Welcome Task Force – Danny
    - Findings of the task force were that Jill would take less time investigating new member information herself, as opposed to delegating that task to regional directors.
    - Invoicing is taking up a tremendous amount of time due the type of forms on the new website. Most registration applications have problems from easy (dues not paid) to complicated (mixed labs, missing genotype, etc.) and transfers have to be checked against the owner (seller) on file. The task force suggested a need for better education for our member beginning with the new member packets. They also thought Kimberly Jepson’s idea for a buddy system for new directors would be beneficial and help alleviate the need for new directors to contact Jill as often with basic questions.
    - New registration and transfer rules have slowed down the daily process and the task force would like the board to re-evaluate the transfer rules currently in place. Jim Woehl asked the task force to write a proposal with their recommendations regarding the transfer policy to present to the board at a later date.
    - The task force recommended eliminating the rush registration option due to the problems it is causing. First, our current system doesn’t identify a rush transaction well and second, most members applying for a rush registration do not have the proper documentation which causes a delay and increased work for both Jill and Roberta often resulting in refunds. Following discussion about not getting the results the association hoped for, Santiago moved, Kimberly Jepsen 2<sup>nd</sup>, to eliminate the rush registration option. The motion passed unanimously. Jill will contact Ranch House to remove the option from the website immediately. The by-laws will be updated to remove the rush registration option.
- d) Invoicing Task Force – Jennifer Hunt
- i) Jennifer reminded everyone that invoicing task force was created because of concerns raised by members regarding the change in the billing cycle, along with the lack of notification to the changes. Invoicing for AI bull and breeder advertisements was moved to a calendar year beginning in January 2021 although invoicing didn’t actually go out until April of 2021. Members receiving a new invoice for 2022 were concerned they were losing 4 months of advertising. The task force recommended changing invoicing back to a fiscal year so members would receive yearly ads based on the date of submission. Roberta did not agree with changing from a calendar year to a fiscal year for invoicing. Jennifer requested a refund for her members because of the confusion in the change of the billing cycle. She also recommended creating a policy for future announcements to the membership regarding any changes in cost or billing. Santiago suggested pro-rating costs for ads submitted after January while noting he didn’t want to add any unnecessary work to any underpaid contract workers. Kimberly Jepsen replied that the current system is not set up to accept pro-rated payments and if we are going to only accept payment for AI bulls and breeder ads in January we should remove the payment option from the website in January. This would also eliminate the need to refund members that do not receive a full year of advertising. Jennifer stated that fiscal invoicing would not add to the treasurers workload because she is already invoicing members, given that it only takes a couple of minutes to send one invoice, to the less than 20 members currently using the advertising service. Jim Woehl proposed keeping the AI bull and Breeder ads the same but would

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like the board to consider free advertisement for the sale animals. The board will continue that discussion at a later meeting.

- Jennifer Hunt made a motion, Kimberly Jepsen 2<sup>nd</sup>, to switch the ADCA advertising invoicing for breeder advertisements from a calendar year back to a fiscal year billing cycle. A roll-call vote was requested. Yes votes to change back to a fiscal billing cycle: Kimberly Jepsen, Jennifer Hunt; No to changing back to a fiscal billing cycle: Jim Woehl, Elissa Emmons, Stefani Millman, Dave Cluff, Danny Collins, Kim Newswanger, Santiago Lizarraga, Kevin McAnnany. Motion did not pass.
- The board was in agreement to offer Jennifer's members an additional year of advertising to make up for the confusion in this year's billing.
- Jim Woehl made a motion, Dave Cluff 2<sup>nd</sup>, to accept to accept the invoice committee's recommendations of items #1 through #5 (1. Treasurer to utilize PayPal template feature for efficiency and consistency, 2. Treasurer to include the ADCA Logo on all invoices, 3. Treasurer to utilize the "memo line" during invoice creation so members are clear what the invoice is for and/or additional instructions, 4. Utilize the regular invoice while creating notification reminders for future billing and 5. Management of listings, may need treasurer to send invoices to additional service requests) and further review recommendation #8. (8. ADCA create a policy to notify membership of changes to billing services that could affect members' utilization and optimization of services) at a future date. Motion passed unanimously.

6) Continuing business –

a) 2023 Expo location discussion was tabled

b) Youth Committee –

- i) Elissa Emmons requested permission from the board to reinstate the youth committee which she believes is needed to help support the youth board. Elissa is anticipating significant changes on the youth board this year. Jim Woehl made a motion, Santiago Lizarraga 2<sup>nd</sup>, to reestablish the youth committee. Motion passed unanimously.
- ii) Elissa asked for approval to purchase 50 flashcards sets at \$25 each to pass out to youth participants in showmanship at this year's Expo. The board approved the purchase using the youth budget.
- iii) A virtual show idea for the youth will be presented next months meeting.

c) Expo committee – Santiago Lizarraga

- i) Expo theme is FUN-damentals of Dexters – educational events will be geared towards new members, Temple Grandon Tour at Ohio State University has been scheduled again, cheese making class may be available. OVDBA has offered to sponsor the kids activity corner.

7) New Business -

a) Region 11 Director – Santiago Lizarraga made a motion, Elissa Emmons 2<sup>nd</sup>, to appoint John Wallace as the interim regional director for region 11 for the term ending 2023. Laaci requested a roll call vote to be taken. Yes to appoint John Wallace as region 11 director: Jim Woehl, Elissa Emmons, Stefani Millman, Dave Cluff, Kimberly Jepsen, Jennifer Hunt, Danny Collins, Kim Newswanger, Santiago Lizarraga, Kevin McAnnany. No votes: none; motion passed by a unanimous vote.

b) Region 4 – Dave Cluff has been approached by FFA group from Dexters in Denver looking for sponsorship at the Colorado State fair.

c) Laaci Louderback will be adding discussion about creating a budget committee to the March BOD meeting.

d) Marketing and Advertising – Kevin McAnnany is working with Hobby Farms who will be featuring Dexter cattle in their July/August Livestock edition. The M&A committee will have control over content and photos,

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- e) Danny Collins received comments and concerns from members regarding photos of sale animals on the ADCA website. Jim suggested sending photos to the M&A committee for approval.
- f) Jennifer Hunt and region 7 members are looking forward to representing Dexters at two shows in Texas in March. They will be at the Mother Earth News Fair in Belton, Texas February 19-20, and the Houston Dexter show March 7th. They are anticipating a tremendous number of attendees at both events.
- g) Santiago Lizarraga announced Ohio Valley Dexter Breeders Association will have Dexters on display at the Equine Affaire in Columbus Ohio this April. Approximately 90,000 people attend this event annually.
- h) Danny Collins will be attending the second annual Mississippi Dexter show in May.

Meeting adjourned at 9:20 pm CST

The next regularly scheduled board meeting is March 1, 2022, 7:00 pm CST

Submitted by Carole Nirosky