

American Dexter Cattle Association
Board of Directors Meeting
July 7, 2026 - 7 pm CST

President – Dave Cluff	Treasurer - Mark Chaney	Region 7 – Nancy Bowers
Vice Pres – Jill Gurley	* YADCA – Peyton Collins	Region 8 – Grant Collins
IPP /Youth - Laaci Louderback	Region 1 – Pam Baker	Region 9 – Rob Whitlow
Secretary - Carole Nirosky	Region 2 – Vacant	Region 10 - Santiago Lizarraga
Registrar - Jill Delaney	Region 4 – Don Swisher	Region 11 – Bob Fenton
Registrar - vacant	Region 6 – Patti Adams	Region 12 – Erica Lantz
	*designates member absence	

1) Dave Cluff called the meeting to order at 7:02pm CST. Roll call was taken.

2) Staff Reports

A. Registrar's Report – Jill Delaney

- Membership June 2026= 1398 / June 2025 = 1413
- Registrations June 2026 = 167 / June 2025 = 186
- Transfers June 2026: 157 / June 2025: 149
- Jill Delaney reported that registration numbers are consistent with the previous year, with a slight increase in cattle transfers. The association recorded sixty-six new paid memberships in June 2025 compared to 39 in June 2024 and have already registered nineteen new members in July.
- Erica Lantz recommended adding a forwarding address to the secondary registrar email to ensure member emails are not lost due to that email account not being monitored. Jill will add the response and forward emails to her email address.
- Carole Nirosky noted that testing is continuing to happen with the new Digital Beef software. One feature that should significantly reduce the administrative workload is the addition of new members. Digital Beef will automatically send emails to new members when they are added to the system, a new member number is automatically generated, the new member receives an email that includes a new member-packet and another email with a link to reset their password. The member pays for membership and gains full access to the software. Testing has shown how simple the process is.

B. .Treasurer Report – Mark Chaney

- May 31, 2026, Financial Statement balance: \$ 343,492.
- The June bank account activity:
 - Revenue: \$14,408
 - Expenses: \$20,679
 - Digital Beef refunded the over-payment.
 - Large expense items in June include:
 - EG Media \$5850, Credit Card \$3368 (including \$1400 Expo expenses), Expo onsite checks: \$5295 (Judges, Photographer, Keynote Speaker & hay).
- Expo onsite sales and donations
 - Merchandise and meals \$1510, Fundraiser Auction \$3651, Cattle Auction \$362.
- Expo Show Award Payouts \$9375 plus Odom
- Mark Chaney plans to move approximately \$18,000 from the Expo PayPal account and additional funds from the Square account into the main bank account. Total Expo expenditures are projected near \$40,000, with \$23,500 in revenue, and payout amounts were roughly \$2,500 higher than the previous year due to increased entries.
- Dave Cluff congratulated Mark and Kathy Chaney on receiving the Talisman Award from the American Dexter Cattle Association, acknowledging the significance and merit of the recognition.

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C. Secretary

- Carole Nirosky updated the board on completion and posting of the Expo results, including social media and website updates. ADCA officer election announcements along with Annual award announcements have been shared on social media and the website as well. She has also been working with Kimberly Jepsen on data testing the new Digital Beef software. They have been making progress on the 701X software implementation, including data testing the admin side and submitting tickets for fine-tuning, with a goal of system readiness for January 1, 2026, or potentially sooner.

3) Committee Updates - Jill Gurley initiated a review of committee leadership, noting that Patty Adams has agreed to chair the Pedigree and Genetics (PNG) committee. Dave Cluff clarified that committee chairs do not need to be board members and encouraged directors to be involved in at least one committee. Jill Gurley plans to contact current committee members to verify their status and update committee lists.

A. Youth - Laaci Louderback reported a successful Expo youth turnout, highlighting the new skill-a-thon with twenty-five participants, a speech contest, the Moolympics, and a costume contest. All participants received items such as blowers or show sticks, and Erica Lantz assisted with feed identification samples for the youth. Carole Nirosky added results from the youth activities, including winners of the Moolympics and skill-a-hon, to the youth section of the website to ensure participants could see their names listed.

- Dave Cluff and the group praised the dedication of youth participant Anakin High, noting their long-distance travel to the Expo and significant growth in animal husbandry skill. The group emphasized the positive impact the association has had on the development of youth participants.

B. Expo – Santiago Lizarraga provided feedback on the Expo reporting that overall comments were positive.

- Santiago received some constructive comments suggesting that future events require clearer signage for directions. He also recommended avoiding shared buildings with other events to prevent conflict.
- Expo Catering and Dietary Policy: Santiago Lizarraga suggested that the association clarify and post a policy stating they cannot accommodate special dietary restrictions at events. They proposed informing attendees that they are welcome to attend events even if they cannot consume the provided meals, provided they bring their own food.
- Expo Infrastructure Standards: Santiago Lizarraga noted that the association should clarify that provided cow/calf pens are basic, and exhibitors are responsible for providing their own extra gates or dividers if they require specific setups.
- Expo Feedback Mechanisms: Santiago Lizarraga suggested placing survey cards at the welcome desk at the start of future events to capture feedback from attendees who leave early, rather than relying solely on post-event surveys.
- Executive Session: The board went into executive session at 7:43pm CST to discuss show practices and they returned at 8:12pm CST.
- Post-Expo Appreciation: The board expressed appreciation for the successful expo, thanking Santiago Lizarraga and the team for their hard work, organization, and hospitality. Participants shared their enjoyment of the event, highlighting the opportunity for in-person connection and camaraderie, which they valued even more than the livestock competition.

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- C. Member Retention Committee: Don Swisher
- Don Swisher updated the board on membership retention efforts, including the proposed Chris ODOM Memorial Heifer Initiative, which aims to involve youth in setting program rules. Patti Adams noted they would contact the ODOM family to inform them of this transition out of respect. Don Swisher reported that since mid-March, there have been ninety-five new active members, generating \$4,750 in revenue, with a projected annual increase of \$12,892 if trends continue.
 - Region 4 Updates and Hay Inquiries: Don Swisher reported conducting a Zoom call for three new members to address questions regarding animal training and medical care. They also noted receiving numerous inquiries from members regarding hay quality and availability, which has become a significant challenge for the region.
 - New Member Enrollment Strategy: The board discussed the process of recruiting new members. Patti Adams shared a successful strategy of printing online forms, addressing and stamping envelopes, and asking sellers to hand them directly to new buyers to facilitate enrollment.

4) Other

- A. Proposed Emergency Relief Fund: Jill Delaney proposed the creation of a small emergency fund to assist members facing disasters, such as fires or floods, or to help offset the high costs of transporting hay. While the board acknowledged the difficulty of the current agricultural climate, they expressed caution regarding the complexity of policing who receives funds and how to distribute them fairly.
- B. Official Association Endorsements: The board discussed the risks of listing hay suppliers on the official association website. Patti Adams cautioned that endorsing businesses could lead to liability issues if a member encounters a scammer, noting the association cannot vet every supplier. Dave Cluff agreed that while members should continue to share contacts informally, official endorsement by the ADCA is not advisable.

The meeting was officially adjourned following a motion by Patti Adams, seconded by Don Swisher with the next meeting set for August 4, 2026, 7:00pm CST.

Submitted by Carole Nirosky