

American Dexter Cattle Association

Board of Directors Meeting

August 4, 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 - July 2026 was a super active month for membership, registrations, and transfers. Paid new memberships continue to increase monthly. August already has eight new memberships. Jill observed that there has been an increase in the number of animals being purchased by new members, compared to previous one or two transactions.

- Membership July 2026= 1493, includes 28 new paid memberships / July 2025 = 1388
 - Last month, July 2025 should have been 1284 – the BOD approved amending the minutes to reflect the correct total.
- Registrations July 2026 = 251 / July 2025 = 150
- Transfers July 2026: 266 / July 2025: 180

B. Treasurer Report – Mark Chaney reported that revenue for June and July was approximately \$15,000, which exceeds the \$11,000 to \$12,000 reported for the same months last year. Financial activities primarily involved expo-related funds, and it was noted that a final invoice for the expo caterer is still pending.

- June 30, 2026, Financial Statement balance: \$ 344,300.
- The July bank account activity:
 - Revenue: \$40,512 / Expenses: \$37,739
 - This revenue also includes a \$18,041 transfer from the EXPO PP account, a \$3,093 transfer from the Square account, and numerous checks and cash from EXPO merchandise sales and fundraiser donations.
- Large expense Items in July include:
 - Wayne County EXPO: \$4,016, Credit Card \$7623 (including \$5,907 EXPO expenses), EXPO Award Payouts: \$9,350, Travel Allowance for Directors & Officers: \$5,000, Odom Award Payouts: \$1,500

C. Secretary - Carole Nirosky confirmed that the SOP regarding free memberships has been updated, and she has been working with Kimberly on 701X testing. It was noted that support calls remained low for July, with only fourteen calls received. Processed website and Ranch House updates.

3) Board of Directors Officers Updates/Report

A. President - Dave Cluff:

B. Vice President - Jill Gurley identified challenges in recruiting youth members and suggested adding children to 701X listings. Nancy Bowers proposed adding a youth membership link directly to the youth page, as it is currently difficult to find, and Carole Nirosky agreed to address this on the website.

C. Region 4 - Don Swisher: Don Swisher announced that Region 4 will host a quarterly guest speaker event on August 11th, featuring Jill Delaney and Josephina from the Texas A&M University lab, to discuss testing requirements and ADCA needs.

D. Genotype Report Submission Process: Laaci Louderback asked Jill Delaney if members should email genotype reports directly to Jill Delaney rather than using the online Gravity Forms. Jill indicated

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that members may either email forms to her directly or upload them alongside their registration documents. Emails sent from Ranch House forms provide a link to the documents, rather than copies. Jill will download these forms as they are received to maintain accurate records.

4) Committee Updates

- A. Show Promotion and Bulletin: Erica Lantz requested that members submit photos and information about regional shows within two weeks for inclusion in the upcoming bulletin. The focus is on promoting networking and community building beyond just cattle showing.
- B. National Expo Site Preparation: Erica Lantz announced plans for a site visit to the Hansen building in September with a local member to assess the layout for next year's nationals. It was noted that local committee members are essential to the planning process.
- C. Marketing and Advertising Expenses: Pam Baker reported that \$1,500 was paid out to support the Tennessee and Nebraska State Fairs (\$750 each). Mark Chaney suggested that with potentially extra funds available due to the 701X delay and staffing changes, the group should consider increasing the advertising budget for the upcoming year.
- D. Registered Dexter Beef Initiative: The group discussed creating guidelines for "Registered Dexter Beef" to assist members with marketing. Grant Collins and Pam Baker were tasked with coordinating a small group to develop these marketing guidelines.
- E. Website Hosting and Data Management: Carole Nirosky and Jill Delaney reported issues with the current website host, Ranch House, including a shift to monthly billing and increased server costs of an additional two hundred dollars a month. There were concerns over the inability to download and save all historical form data. The group is exploring options to download files before potentially switching to the new server. David Cluff emphasizes the importance of securing the association's information for the registrar to ensure records are accurate, suggesting that if necessary, they may need to renegotiate the contract to achieve this. Carole Nirosky agrees to communicate with Ranch House to facilitate access to these documents.
- F. Registration & Data Software / 701x Testing Progress: Carole Nirosky reports that weekly meetings are occurring to address updates and job tickets. Kimberly Jepsen has been performing significant testing alongside other associations. The testing process is proceeding efficiently, with anticipated access for the board and a selected group of volunteer members to commence testing in the near future. During this phase, Kimberly, Jill, and Carole will initiate testing on the staff side of the software. This stage is expected to progress promptly, as the membership component of the product is nearing completion. The "go live" date has not been determined.
- G. Replacement Certificate Pricing: Carole Nirosky proposes increasing the fee for replacement certificates from \$3 to \$5, citing rising costs for paper, postage, and administrative labor. Jill Delaney confirms that the current cost to produce these documents exceeds \$3. While the board discusses the timing, they agree to code the \$5 fee into the 701x system to be applied upon the system's launch.
- H. Registration Certificate Format Adoption: Nancy Bowers suggests clarifying laboratory attributions on certificates (e.g., using "UCD" or "TAM" instead of "Dex") to assist members in identifying testing sources. Carole Nirosky agrees to verify if there is sufficient space for these labels on the design. Following the discussion, Grant Collins made a motion, Don Swisher seconded, to adopt the new registration certificate design. The motion passed unanimously by the board.
- I. Membership Retention Committee:
 - Scholarship Proposal: Don Swisher proposes a \$1,000 scholarship to be funded by the retention committee, with applications opening in February and closing March 15th. Don Swisher notes that the committee has raised \$6,150 from new memberships between mid-March and July.

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Laaci Louderback and Grant Collins move and second the motion to approve the scholarship program. The motion passed unanimously by the board.

- Tiered Membership Implementation: Don Swisher presents the tiered membership system intended to improve retention and encourages announcing the program to members soon. David Cluff confirms the board previously voted to approve this system and directs that it be announced via the upcoming bulletin, with full implementation tied to the 701x launch. Carole Nirosky confirms that the bill codes are already prepared for this integration in 701X.
 - Membership Retention Materials: Don Swisher details new member welcome initiatives, including the use of new, color-printed cards and stickers. Don Swisher credits the donation of a color printer and scanner by Little Hoof Ranch and Mooers Meadows for enabling this effort, with Jill Delaney managing the production to ensure members have clear information about their membership status and expiration dates.
 - Budget and Interest Planning: Don Swisher inquired about the timeline for budget planning. Mark Chaney advises that the budget process typically begins after October and notes that current interest rates on bank holdings are approximately 3.5% to 3.7%.
 - Youth Committee Initiative: Don Swisher shares that a meeting is scheduled for August 17th with Jill Delaney and Erin Chambers to finalize details for the Chris Odium Memorial Youth Heifer initiative.
 - Patch Procurement: Don Swisher plans to order 2,000 patches around October for the tiered memberships at an estimated cost of \$5,300 to be prepared for the upcoming year. Don Swisher plans to revisit this request in subsequent board meetings.
- 5) Executive Session: Dave Cluff asked the board to enter an executive session at 8:16 pm to discuss a member contract issue. The board returned at 8:51pm. Laaci Louderback took charge of the meeting due to Dave Cluff having another meeting to attend.
- 6) Other items:
- A. Dexter Milking Competition Proposal: The board discussed a proposal for an annual milking competition to be recognized at the expo. It was suggested to focus on a 12-hour milk-out competition or potentially a quarterly format to encourage wider participation, with the goal of promoting Dexter cattle as a productive dual-purpose breed. The consensus is to request more specific information from Dave regarding the proposal and revisit the topic at the next meeting.
 - B. Grant Collins expressed frustration with members not following through with transferring or registering animals they have sold to their buyers. Grant asked for clarification about the transfer policy and how it will be implemented in the 701X program. Discussion was held and the board agreed that the policy will continue with the buyer or seller being able to transfer a purchased animal. While we have never had anyone abuse the process any individual found misusing the system for animal transfers will be held accountable for violating the ADCA ethics policy. Following recurring registration issues, the group discussed the need to educate new buyers and sellers on proper documentation. Grant Collins proposed holding a class on required documentation at next year's expo to assist members who are new to the association and unfamiliar with registered animal procedures.

The meeting was officially adjourned at 8:55pm CST following a motion by Robert Whitlow, seconded by Grant Collins with the next meeting set for September 1, 2026, 7:00pm CST.

Submitted by Carole Nirosky