

American Dexter Cattle Association

Board of Directors Meeting

April 5, 2022 - 7 pm CDT

President – Laaci Louderback	* Youth Dir - Elissa Emmons	Region 7 – Jennifer Hunt
Vice Pres –	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 - John Wallace
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 7:10 pm central.
- 2) Roll call was taken.
- 3) Reports -

a) Treasurer’s report – Roberta Wieringa

- Total liabilities & equity \$393,031.73 as of February 28, 2022
- Jennifer Hunt made a request for the financial reports to be sent a couple days prior to the board meetings to allow directors adequate time to review them before the meetings.
- Roberta asked the board for direction about paying an invoice of \$350 for the storage unit in Missouri. Discussion was held about the need to move the contents and eliminate the Missouri storage unit. Kimberly Jepsen is willing to pick up important documents and deliver them to the ADCA secretary at the Expo in June. Carole has an inventory list of the contents that can help identify desired documents. Kimberly will contact Skip Tinney, who has access to the unit about picking up the desired documents. Roberta will contact the facility and ask if they offer a refund for unused rental time if we pay the yearly amount but terminate the rental space early.
- Roberta stated that the ADCA event liability insurance has gone up drastically from \$1800 annually to almost \$5000. Roberta is in contact with our insurance representative about our stand-alone event enforcements to try and get the premium reduced before the May 1 due date. Roberta said that events hosted in conjunction with fairs are typically insured by the event center and do not need ADCA coverage.

b) Registrar’s report – Jill Delany

- Total Membership end March 2022: 1157 increase of 174 from Feb. 2022
- Total Membership end March 2021: 1139 increase of 174 from Feb. 2021 YES, same increase
- Registrations and Transfers totals are down.

March Totals 2021		March Totals 2022	
Sales Invoice Totals		Sales Invoice Totals	
Inventory Item	\$ Units	Inventory Item	\$ Units
Steer Transfer	11	Steer Transfer	4
90DayWeb&d	3	90DayWeb&d	8
BreederListing	1	BreederListing	1
Reg	121	Reg	98
Late	22	Late	26
Tran	314	Tran	223
Balance Paid	3	AI Bull Listing	1
Over/Under Payment	2	Dues	94
Prt Duplication Certs	7	Family Membership	7
Dues	83	Associate Membership	3
Family Membership	14	Bull Registration	36
Family Dues Next Year	1	Steer Registration	4
Jr Membership	8		
Bull Registration	52		
Steer Registration	11		
Rush Charge	3		

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- The board decided to pay expenses for Jill Delaney to attend the 2022 Expo. They considered it important for the registrar to be in attendance at the expo and available to communicate with members in attendance.

c. Committee / Task Force Reports – Committee Chairs

- M&A Style Guide –
 - Kevin McAnnany presented the new style guide that was developed by the M&A committee to brand protect the ADCA name and logo. The purpose of the Style Guide is to establish guidelines for the use of branding elements for the American Dexter Cattle Association® (ADCA). Branding is the recognizable identity of the association, including its name: American Dexter Cattle Association® and its logos. This guide contains the rules for maintaining the integrity of this branding.
 - Kevin stated that the original trademark for the ADCA name that was filed in 2019 will need to be updated to correct the ADCA address and include the style guide. Application for trademarking the ADCA logo has already been submitted and the member logo will be trademarked next.
 - The ADCA will be purchasing the license for the specific font used in the logo for only \$235, doing so will give the ADCA full ownership to use the font as needed.
 - Member logo files are being created for various uses and eventually those files including instructions for their specific use will be made available on the ADCA website for members to access and download.
- Marketing & Advertising -
 - The Dexter “Farm to Table” article and photos have been sent to Hobby Farms magazine for the July/August edition. There is a possibility the magazine will be available for the expo and Kevin will try to have copies available for members to pick up there. The M&A committee is currently working on an advertisement that will be placed in the Hobby Farm edition alongside the ADCA article.
 - The ADCA will be advertising again this fall in Mother Earth News and Grit magazines.
 - M&A committee is making adjustments to the quality and size of the Dexter Bulletin due to the nationwide paper shortage.
 - Kevin requested information from regional directors relating to events happening in their regions to be placed in the Bulletin and on the website.
- New Member Task Force - Danny Collins / Stefani Millman
 - The New member task force is in the process of developing a new welcome packet to distribute to new members when they join the association. The booklet will contain basic helpful information in a welcoming format along with an introduction to their regional directors. Danny will be sending a copy of the document to board members to review, edit and make suggestions by the end of the week. The M&A committee will be asked to help develop the layout and printing options in hopes of presenting a final copy at the next board meeting.
- Ethics committee –

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- Dave The board went into executive session at 9:21pm to discuss an ethics committee recommendation. The board returned from executive session at 9:44pm.
- The ethics committee would like to make changes to the standard operating procedures to give better direction to the committee for processing an ethics committee. The board requested for the committee to ensure the standard operating procedures coincide with the ADCA bylaws. The board concluded the most recent update to the bylaws was made in 2019. Dave Cluff will send proposed changes via email to the board for consideration.
- Budget Committee – Dave Cluff
 - Dave Cluff said the committee has not been able to meet due to scheduling conflicts. Dave has started researching budgeting and policies for non-profit organizations. According to his findings there are several tasks to be considered: 1. Establish a reserve bank account based on a percentage of our annual expenses for three years. 2. Establish a list of our fixed expenses. 3. Establish unknown or variable items such as registrations, transfers, and membership. Dave suggested that when a nonprofit organization has surplus funds other than the reserve accounts, they start putting those funds to work in pursuing the mission of the organization. He would like the board to develop a one-, three- and five-year plan for utilizing surplus funds to support those goals.
- Pedigree & Genetics committee – Kim Newswanger
 - The P&G committee has created an ADCA VGL account with UC Davis for the P&G committee to use for testing samples in special cases. John Wallace suggested appointing a secondary person with clearance and access to the accounts in case of Kim’s absence. Kim will send passwords to the ADCA secretary for safe keeping. John also suggested establishing a small budget for the P&G committee to use for cases that require special testing. Dave Cluff wanted to know if there was policy in place to allow the ADCA president to authorize special spending, if not should one be created. The board will revisit this topic at a later date.

d. Regional Updates/Reports - Laaci Louderback

- Laaci asked directors to send information about regional meetings to the secretary. She asked them to also include any other events happening in their region so items can be added to the Happenings Page calendar on the ADCA website.

4. Continuing Business

- a. Youth Virtual Show - Item tabled due to Elissa’s absence.

5. New Business

a. Official Correspondence with our Members

- Laaci stated that we are trying to set up some succession for regional directors and a few directors have already setup regional email addresses so information can be easily passed on to new directors when the time comes. Laaci requested for all regional emails should include the secretary so she can keep records according to our bylaws. She also reminded directors that the board should present a unified front once policies are put in place and any grievances or differences of opinions should not be communicated in emails to our members. Dave Cluff made

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suggested that the board should look into acquiring a corporate google account for the ADCA as it would be beneficial for keeping records and sharing information. Laaci will investigate the possibility.

b. Help Desk – Danny

- Danny presented an idea for implementing a help desk for ADCA members. Danny would like to volunteer to run the help desk from April 2022 to the AGM. During that time period she would collect data to help the board evaluate the need for a permanent position in the future. The board discussed the pros and cons of implementing a help desk and a decision was made to table the proposal for a later date. Laaci asked directors to email any suggestions or concerns to Danny regarding the help desk.

c. Transfer Policy – Kimberly

- Previous to the meeting, Kimberly provided the board with a copy of a proposal to reverse the transfer policy which currently requires the owner of record to transfer of animal registered in the ADCA. Kimberly suggested that the current policy has been in place for three years and has created more problems for the ADCA including the probable loss of revenue due to transfers not being completed in some situations. The ADCA would still encourage sellers to complete transfers when selling animals but in cases where the seller does not, the buyer would have the ability to complete the transfer for that animal.
- A seller choosing to sell animals as unregistered should mark the animal as deceased in the registry to avoid unwanted transfers. Deceased animals cannot be transferred to a new owner. Discussion followed with the board recognizing that implementation would need to be delayed allowing members that have already sold animals as unregistered the opportunity to mark animals they sold as deceased in the registry. Jennifer stated, it would be unethical for anyone to transfer an animal into their name they did not own, and those actions would be cause for disciplinary action in the ADCA and subject to possible felony charges. The board could not find one reason not to revoke the transfer policy.
 - Kimberly Jepsen made a motion, Stefani Millman seconded, to reverse the transfer policy that originally went into effect on February 6, 2019, with implementation going into effect on June 1, 2022 to allow time for the seller to mark animals deceased that were sold as unregistered, and allowing animals purchased after February 6, 2019 to be transferred by the buyer. The motion passed with a unanimous vote in favor of reversing the transfer policy.
 - The board asked Kimberly to write up an announcement for the membership explaining the policy change with instructions regarding animals that were sold as unregistered and marking them as deceased.
 - Jill requested for members submitting deceased animals before the June 1, 2022 deadline to identify email with “deceased/transfer” subject line.

Meeting adjourned at 9:55 pm CST

Next scheduled board meeting is May 3, 2022, 7:00 pm CST

Submitted by Carole Nirosky