

# American Dexter Cattle Association

## Board of Directors Meeting

### August 3, 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 was called to order at 7:00pm central and the roll call taken
2. Kevin McAnnany made a motion, Danny Collins 2<sup>nd</sup>, to approve the July 13, 2021, minutes as corrected. The motion passed unanimously.
3. Registrar report
  - Total members 2021: 1583, New members in July: 71= 35 paid, 36 new members.
  - Total members 2020: 1367
  - Registrations and transfers are completed in the order they come in unless there is a problem to address. Registrations or transfers needing assistance will be sent to the regional directors to solve and returned to the registrar for processing. The registrar cannot personally handle every puzzle registration without causing delays for the entire association.

Totals 2020		Totals 2021	
Sales Invoice Totals		Sales Invoice Totals	
Inventory Item	# Units	Inventory Item	# Units
Steer Transfer	6	Steer Transfer	7
SODay/WebAd	4	SODay/WebAd	5
Reg	120	Reg	110
Late	15	Late	6
Tran	205	Tran	150
Over/Under Payment	3	Over/Under Payment	5
Frt Duplication Certs	2	Frt Duplication Certs	10
Dues	37	Dues	22
Family Membership Duplicate	4	Family Membership	7
Family Membership	3	Associate Membership	2
Associate Membership	1	Jr Membership	4
Jr Membership	2	Bull Registration	40
Bull Registration	36	Steer Registration	3
Youth Donation (Jr)	1	Rush Charge	2
Steer Registration	4		
Rush Charge	2		

4. Treasurer Report
  - Total liabilities & equity \$368,984.32
  - Roberta contacted a local accounting firm per the last board meeting, but they do not offer services for nonprofit accounts. Contacting other firms was discussed but the board thought it may be too long of a process to find one to fit the needs of the ADCA. The board decided it would be in the best interest of the association to contact Cynda Rodgers, who is already familiar with the ADCA financials, and schedule a review of the financials as soon as possible. Roberta will contact Cynda to schedule a quarterly review of the books for the first and second quarters. The board may seek options for another accounting firm in the future.
5. Committee reports
  - Web committee, Danny Collins – The committee is actively searching for a content manager to help organize and run the website. Kevin suggested posting an announcement to the membership seeking a volunteer skilled and willing to help with the committee. An announcement will be made on the website and social media.

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- Expo committee, Santiago Lizarraga – reimagining the Annual General Meeting will be something the expo committee will be working on to make the AGM successful in every way. Dates for the next Expo are June 16 -18, 2022 in Wooster, Ohio. “Pork” Rhyne a speaker from the Livestock Conservancy, who specializes in marketing skills for small breeds, will be featured at the 2022 expo.
  - Election committee. Laaci Louderback – Process for elections can be found in the SOP’s. Nomination letters for regional directors will be mailed out on August 15, 2021, for regions 1, 2, 4. Letters will also be sent to region 11 seeking an interim director for the current term.
  - Marketing and Advertising, Kimberly Jepsen - Kevin McAnnany has agreed to take over as chair of the M&A committee with Kimberly staying on as the co-chair. The committee created an magazine advertisement to publish in the Mother Earth News magazine for \$1000 and Grit magazine for \$500. Advertisements would reach 1.6 million and 385, 000 readers respectively. The 2021 magazine advertising budget will cover the cost for both ads. Jeff commended the committee for their work and actual use of the advertising budget. He suggested going forward for the board allow the M&A committee to move forward with magazine advertisements without having to get board approval as long as they stay within their budget. Kevin stated that the committee will continue to identify other markets, publications, and internet sources for future advertisements. They will also try to determine ways to measure the success of these efforts. Following discussion, Santiago Lizarraga made a motion, Jennifer Hunt 2<sup>nd</sup>, to approve advertisements as presented for the Grit and Mother Earth News magazines. The motion passed unanimously.
  - Youth committee, Elissa Emmons – The youth logo contest resulted in 6 submissions and the youth board chose one to present to the board for consideration. The logo will go to the M&A committee for review.
  - Jeff asked all committees to begin thinking and planning their budget needs for 2022.
6. Continuing business –
- SOP’s Section 9 – recognizing foreign registries – The board discussed a proposal presented by Jeff Chambers about identify foreign registries. Animals from recognized registries maybe registered in the ADCA if they meet all requirements for registration. The board decided to send this topic to the pedigree and genetics committee to work out details for updating the sop’s.
7. New Business:
- Online payment systems, Kimberly Jepsen – The board received a summary from Kimberly regarding other companies and online payment options before the meeting to review. PayPal is increasing costs substantially in August. Square may be the most affordable and easiest to switch over for use. The board talked about options and other possibilities. Jeff suggested inviting Susan Smythe to a meeting to discuss how this would work with the new software program. The board decided to have Ray Delaney contact Ranch House about costs for switching merchant payment companies and the board will revisit this item at the September board meeting.
  - SOP’s, section 4D (both D’s) – Herd names & prefixes. Jill Delaney requested for the board to change the SOP’s section 4D to reflect a previous board decision to only accept a prefix for registering in the ADCA. A new member has requested a suffix based on the way current SOP’s are written. Danny Collins made a motion, Becky Eterno 2<sup>nd</sup>, to remove herd name and the backlash from section 4D of the SOPs. Other discussion followed and Danny withdrew her

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motion. The board agreed that the member should be allowed to use his suffix to register this animal according to the way the sop's are written.

- Jeff reminded board members and committee chairs to sign and send their signed conflict-of-interest policy into the secretary by September 1<sup>st</sup>.
- Board response and communications –
  - Jeff stated that information from the last board meeting was made available to an individual before information was made public to our membership and that it was inappropriate and should not happen.
  - The board has been emailed by an individual(s) over the course of time and again more recently, complaining about certain aspects and operation of the ADCA. This individual(s) is not a member(s) and concerns have been previously addressed. The board stated that they are not required, nor will they respond individually to these types of emails. The board recognized that unspecified action may have to be taken to address this individual(s).
  - Jennifer expressed some concerns about signing the conflict-of-interest policy. Discussion was held about protecting board members resulting in a decision to readdress the conflict-of-interest policy at a later time.

Next scheduled board meeting is September 7, 2021.

Meeting adjourned at 9:25 pm CST

Submitted by Carole Nirosky