

American Dexter Cattle Association

Board of Directors Meeting

September 6, 2022 - 7 pm CDT

President – Laaci Louderback
 Vice Pres – Becky Eterno
 IPP - Jim Woehl
 Secretary - Carole Nirosky
 Treasurer – Roberta Wieringa
 Registrar - Jill Delaney

* Youth Dir - Elissa Emmons
 Webmaster - Ray Delaney
 * Region 1 – Skip Tinney
 Region 2 – Stefani Millman
 Region 4 – David Cluff
 Region 6 – Kimberly Jepsen

Region 7 – Jennifer Hunt
 Region 8 – Mark Chaney
 Region 9 – Kim Newswanger
 Region 10 - Santiago Lizarraga
 Region 11 - John Wallace
 Region 12 – Kevin McAnnanay

*designates member absence.

- 1) The board meeting called to order by Laaci Louderback at 7:06 pm central.
- 2) Roll call was taken
- 3) Reports:
 - a) Registrar’s report – Jill Delaney
 - Total Membership end August 2022 – 1706 (52 paid / 52 new)
 - Total Membership end August 2021 – 1689

August Totals 2021			August Totals 2022		
Sales Invoice Totals			Sales Invoice Totals		
Inventory Item	# Units	\$\$Amount	Inventory Item	# Units	\$\$Amount
Dexter Bulletin 1/4 Ad	4	800.00	Steer Transfer	1	5.00
90DayWebAd	11	330.00	90DayWebAd	7	210.00
BreederListing	1	50.00	Reg	138	3450.00
Reg	130	3250.00	Late	16	720.00
Late	19	855.00	Tran	219	4380.00
Tran	268	5360.00	Over/Under Payment	1	25.00
Over/Under Payment	1	45.00	Prt Duplication Certs	1	3.00
Prt Duplication Certs	5	15.00	AI Bull Listing	1	60.00
Dues	39	1560.00	Dues	46	1840.00
Dues next year	1	35.00	Family Membership	5	275.00
Family Membership	6	330.00	Bull Registration	53	2650.00
Associate Membership	1	40.00	Youth Donation (Jr)	1	5.00
Bull Registration	50	2500.00	Steer Registration	3	15.00
Steer Registration	6	30.00	Rush Charge	3	30.00
Rush Charge	8	80.00			

- b) Committee reports-
 - Bulletin committee – Kevin McAnnanay
 - Kevin sent a PDF copy of the Dexter Bulletin via email to the board for a quick review. Most of the requested edits were able to be completed with the exception of layout changes. The layout could not be adjusted, or additional pages added due to time constraints for getting the Bulletin printed and mailed to members within the required timeframe for the AGM announcement. A request had been made to include the complete list of show results. Kevin and Kimberly Jepsen explained the committees decision to only post the top winners in this edition, saying it was based on member feedback and their appreciation for the increase in educational articles. Complete list of the expo show results are available on the ADCA website for members to view or download. Changes to add pages for the show results in this edition would have pushed the print date out three to four weeks causing them to miss the 60-day deadline for announcing the AGM. The committee is more than willing to make adjustments and any other bulletin could have been pushed back for print but due to the deadline this edition could not.
 - Discussion was held about the process for making adjustments or changing page layouts and the effects it can have on printing schedules. Major changes to the layout will cause delays. Each bulletin will continue to have a theme and in the future, the board will be given an opportunity to submit items they deem critical to be included in the upcoming issue before the layout is created. This will help to ensure the committee has all the information they

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need to build each bulletin and do so within the budget and publishing deadline. Kevin and Kimberly thanked the board for their input. Dave Cluff commended them on their efforts.

- Budget Committee – Dave Cluff
 - The budget committee met, and Dave was pleased with the progress they made while discussing how to plan and delegate ADCA funds.
 - (i) The first item on their agenda is to create a reserve account with funds equal to the previous 3 year’s average for expenses.
 - (ii) Second item is to determine a plan to use the balance of the ADCA funds for special one-time projects centered on 1-, 5-, and 10-year goals established by the ADCA board.
 - (iii) The budget committee will be creating next year’s budget using the funds delegated to the reserve account. They will be talking to other committees about their budget needs.
 - Overall, the board was happy with the committee’s progress and asked them to bring any proposal for funds back to the board in a complete package.
- Educational Committee – John Wallace has added members to the education committee and will forward to Becky for the committee list. John will be scheduling an education meeting soon.
- Regional Updated –
 - Region 11 – John Wallace – Region 11 meeting has been rescheduled for the second week of October.
 - Region 4 – Dave Cluff - Colorado State fair Dexter show was held last week of August. Utah State fair is coming up in September. Regional meeting will be held at Utah State Fair on Saturday.
 - Kevin McAnnany stated that the ADCA recently sponsored shows in Colorado, Utah, and Tulsa. He told directors that the Marketing & Advertising committee has ADCA merchandise available for directors to purchase and give away at their regional meetings. Items can be purchased with funds from their region budgets. Profits from items purchased go back to the M&A committees budget for the purchase of future items.
 - Region 12 – Kevin McAnnany - Regional meeting will be held in September. On Saturday September 10, 2022 Kevin will be participating in a national podcast which is being broadcast on a local radio station in his community. He will send a link for the podcast to the board as soon as it is available.
 - Region 8 – Mark Chaney held the regional meeting at the Tennessee State Fair. Attendance was small for the meeting but there was good interaction. Another show is scheduled for later in September in Knoxville, Tennessee.
 - Mark asked the board for answers to a couple of questions raised by members in region 8.
 - (i) When will the new member packet be implemented? Stefani Millman stated that the member packet is not completed yet. Discussion was held about the need to determine a total cost for the project before moving forward. Stefani will follow up with Kevin McAnnany to work on completion of the packet and pursue an estimated cost to present to the board. Laaci wanted to know if packet would be available on the ADCA website for anyone to access. Stefani said this had been suggested before.
 - (ii) Mark Chaney had requests from members in his region to start a monthly sale list. He started a simple list and has had a good response thus far. Dave Cluff offered to share his auto populated list through google forms with other directors. John Wallace asked if the lists could be shared on regional Facebook groups, the answer was no due to Facebook rules not allowing the sale of animals. Jennifer suggested putting list on

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Facebook would expose member information to spammers and for that reason alone she would not recommend posting on social media.

- 4) Continuing Business
 - a) Standard Operating Procedure (SOPs) updates - Dave Cluff and Kimberly Jepsen have a final draft for changes to the ethics section. They will be sending a copy the draft to the board for review.
 - b) 2024 Expo Location update – Kimberly Jepsen
 - The 2024 expo will be changing from Stillwater Ok to Pryor Creek, OK. In Mayes County for June 20-22, 2024. Kimberly gave a few details for the cost of renting the venue which is very affordable due to deep discount offered to residents. No deposit is required to hold the date. Barns are cooled with large fans, and they were quite comfortable during her visit in July. Hotels are within 7 miles of the fairgrounds. Facility could be reserved for the 2025 expo also. June 19-21, 2025 is available.
 - c) 2022 Annual General Meeting update/practice – Kevin McAnnany
 - Kevin will be scheduling a practice meeting for the AGM sometime in late September. He will be recruiting a few board members and inviting other members to participate in a dry run of the AGM. The goal is to help ensure a smooth virtual AGM in November.
- 5) New business – Laaci Louderback
 - a) Laaci reminded committee chairs to put together reports for the AGM and send them to Carole for the AGM PowerPoint slide presentation. Kevin offered to help with PowerPoint slides if needed.
- 6) Other –
 - a) Treasurer report – Roberta Wieringa
 - Total liabilities & equity \$384,066.86 as of July 31, 2022 – no questions were asked regarding the treasurer’s report.
 - b) Regional election update –
 - Nomination letters were mailed on August 15, 2022 to members in regions 6, 7 and 8, the three regions that are up for elections this year. Becky Eterno has already received nominations for directors in each region. Nominations must be postmarked prior to September 10, 2022 and sent to Becky Eterno. Nominations must be received by September 15, 2022 to be considered.
 - c) Virtual Show - In response to a member question, Mark Chaney asked if the ADCA would be sending a poll to members regarding participation for a possible virtual show. Dave Cluff replied that Elissa Emmons had scheduled a meeting for the virtual show taskforce and although she could not attend he and Stefani Millman did meet to begin sharing ideas. They do not have plans to poll members at this time. Dave said Stefani is willing to work on the show rules and he would create the virtual platform where judges’ comments could be recorded. They have several ideas for encouraging member participation. There is no immediate date in sight for the virtual show because of all the details that still need to be worked out. The taskforce will continue to update the board on the virtual show as the planning progresses.

Meeting adjourned at 9:30pm CST / Next scheduled board meeting is October 4, 2022, 7:00 pm CST
Submitted by Carole Nirosky