

Dec 10, 2018

Meeting was called to order at 5:05 pm PST, 8:05 EST, by Laura Christofk.

Present were President, Laura Christofk; Vice President, Donna Semas; Treasurer, Jeff Reusser; Registrar, Deb Botroff; and Board Members, Mike Mindenhall, Melissa Sterling, and Bob Curlee.

Absent were Board Members Stan Cass, Rose Marie Belforte, and Dawn Meier, and Secretary Larry Haggard.

1. 11/12 /18 meeting minutes are pending approval.
2. Next meeting was approved for Jan. 21, 2019.

REPORTS:

1. Secretary Report: Larry Haggard has officially stepped down as secretary. Deb and Laura are covering secretarial duties for now.
2. New permanent PDCA Address
As a long range solution to potential address changes the board is testing a virtual address/ mail service which can forward mail to whom it should go, both by email or by mail. Mike Mendenhall had some reservations about security issues, which Laura Christofk believes were addressed by the service.

New PDCA address :

500 Westover Drive, Suite 13489, Sanford, SC 27330.

1. Treasurer's Report: Jeff Reusser
Change to 501 c-5 status is in progress, with help from Gloria Snyder.
2. Journal Report: Laura Christofk
Winter issue due out around Feb. 1. Hopes to get more advertisers to offset cost. Creating a "Content-Planning Team" to pre-plan article topics to be able to solicit advertising that would be applicable based on topic/content.
3. Registrar update: Deb Botroff
New registration forms and new envelopes were approved. Database update is in progress to automate manual tasks to reduce workload and errors. Database error correction is over halfway done.
Next: improve auto-forms online.
4. Region 1 update: Bob Curlee
Bob working on creating a PDCA Online Store. No demonstration or links to view were available at time of meeting
5. Region 4 update Melissa Sterling
Region 4 has a Facebook page. Melissa to help with future social media outreach for PDCA. Upcoming Regional shows in February: Dixie National show, in Jackson, Mississippi and Florida State show.

6. Advertising Report Laura Christofk
Redesigned the PDCA ad for Spring issue of Countryside Journal to be more readable and in spring colors as opposed to fall colors

ACTION AND DISCUSSION ITEMS:

1. New permanent PDCA Address
As a long range solution to potential address changes the board is testing a virtual address/ mail service which can forward mail to whom it should go, both by email or by mail. Mike Mendenhall had some reservations about security issues, which Laura Christofk believes were addressed by the service.

New PDCA address :

500 Westover Drive, Suite 13489, Sanford, SC 27330.

1. Larry Haggard needed to step down as secretary. A new virtual secretary, Angie Webb, of Larkspur, CA has been hired by Laura, with approval by unanimous Board vote with the stipulation that payment in excess of \$300 per month would require Board approval. It was agreed that long-term goal is for a Dexter owner to fill the role of Secretary.
2. National Western Stock Show in Denver is on
A Fundraising Page was added to PDCA website.
A Colorado FFA group will be hosting, training and showing Dexters for several breeders. Vicki Jones. President of the Rocky Mtn. Dexter Breeders is helping.
Discussed new wording for brochure; vote on wording inconclusive, with 5 voting.
Fall Journal extra copies will be available to hand out.
Expense cap discussed, in range of \$500 to \$1000.
FFA gas expenses to be covered.
Sign-up deadline has been waived by NWSS to encourage more participation
3. Discussed a Poll to consider cost/benefits of different printed Journal formats
4. Continued ongoing discussion regarding the revision of PDCA Bylaws and Rules & Regulations.
A completion deadline was set for next Board meeting (January 2019)

Submitted by Donna Semas, Vice President

October 9, 2018

The Meeting was called to order by President Laura Christofk at 7:00PM CDT. Present were: President, Laura Christofk, Secretary, Larry Haggard, Treasurer, Jeff Reusser, Board members Mike Mendenhall and Deb Botruff and PDCA member, Robin Pittack.

Reports

1. There was no meeting held in September. The Minutes of the August Board meeting were approved.
2. Jeff Reusser gave the Treasurer's Report.
3. Larry Haggard gave the Secretary's Report.
4. Laura gave a Dexter Cattle Journal update.

Discussion

1. Robin Pittack was invited to discuss PDCA support for the National Western Livestock Show in Denver, CO to be held in January. No decisions were made.
2. Laura Christofk requested discussion on the merits of genetic testing for tenderness and temperament as another way to add value to stock and potentially add value to the breed in general. Much discussion by the Board. Consensus was mixed.
3. Graphed analytics from data received by our membership, registration, transfer transactions as well as from our member survey were presented to the Board as a way to better understand the demographics and action patterns of the membership.

Motions

1. A motion was made to appoint Melissa Sterling as Regional Manager for Area 4. The Board voted and approved appointment.
2. A motion was made to appoint Laura Christofk to replace Patrice Lewis as Journal Content Manager with the no change in compensation. The Board voted and approved.
3. A motion was made to reduce Steer registrations from \$20 to \$5 if certificate sent by PDF email. The Board voted and approved.
4. A motion was made to add a Birth Record designation to our database at no charge. The Board voted and approved.
5. A motion was made to no longer require genetic testing for Red or Dun if pedigree concurs, with Registrar to make determination. Going forward: the color choice Dun/Red no longer an option. Color choices are Black, Dun, or Red The Board voted and approved.

Next Meeting was not scheduled in advance. Board to be notified.
Meeting was adjourned at 8:51 PM CDT.

Respectfully submitted by Larry Haggard, Secretary

August 12, 2018

The Meeting was called to order by President Laura Christofk at 7:00PM CDT. Those present were: President Laura Christofk, Vice President Donna Semas, Secretary Larry Haggard, Treasurer Jeff Reusser, Board members Stan Cass, and Deb Botruff.

1. The minutes of the July meeting were approved.
 2. Jeff Reusser gave the Treasurer's Report.
 3. Larry Haggard gave the Secretary's Report.
 4. Laura Christofk gave a Dexter Cattle Journal update.
 5. Laura gave a website update.
 6. Laura gave an update on our State of Delaware Corporation filing and Agent.
 7. Discussions:
 1. New Member protocol.
 2. The Association in general and each Board member specific should have a Back-up Plan should they need to be replaced in a hurry.
 8. Votes were cast using online voting by all Board members. Board members do not need to be present at teleconference to vote.
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1. Dawn Meier was approved by the Board to be Area 5 Regional Manager.
 2. Deb Botruff was approved by the Board to replace Edlyn Mui as Official Registrar.
 3. A plan and budget for advertising in Countryside Magazine and in their online Cattle Guide was approved by the Board.
 4. The Board voted to reduce steer registrations from \$20 to \$5 if certificate with e-mailed PDF.
 5. The Board voted to add "Birth Record" to the registry database at no charge.
 6. The Board voted to no longer require DNA testing for Red or Dun color so long as the pedigree concurs. Requires Registrar to check.
 7. The Board voted to change scheduled Board meeting night from second Sunday of the month to second Monday of the month.
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1. Next meeting scheduled for September 9, 2018.
 2. Meeting was adjourned at 7:55PM CDT.

Respectfully submitted by Larry Haggard, Secretary

July 8, 2018

The Meeting was called to order by President Laura Christofk at 7:07PM CDT. Those present were: President Laura Christofk, Vice President Donna Semas, Secretary Larry Haggard, Treasurer Jeff Reusser, Board members, Bob Curlee, Deb Botruff, and Michael Mendenhall

1. The minutes of the June 11, 2018 meeting were approved.
 2. Discussion of future appointment of Deb Botruff as Official Registrar. No vote was taken. Item tabled until August meeting.
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1. Discussion: Dawn Meier to replace Gloria Snyder as Area Manager for Area 5.No vote taken. Item tabled until August meeting.
 2. Laura discussed personnel changes with the Dexter Cattle Journal.
 3. The Treasurer's report was sent in by Jeff.
 4. The minutes of the preceding meeting were approved.
 5. Larry gave a Secretary's report.
 6. Laura gave a Registrar and database update.
 7. Bob gave an update on the Genetics Committee
 8. Laura gave an update on our website plans
 9. Bob gave an update on Region 2.
 10. Jeff came online late and gave a Treasurer's report.
 11. Discussion: adding steer registrations and birth records. No vote taken. Item tabled until August meeting
 12. The next Board meeting was set for August 12th.

Meeting was adjourned at 9:21PM CDT.

Respectfully submitted by Larry Haggard, Secretary

June 11, 2018

The Meeting was called to order by President Laura Christofk at 7:12PM CDT. Those present were: President Laura Christofk, Vice President Donna Semas, Secretary Larry Haggard, Treasurer Jeff Reusser, Board members, Bob Curlee, Deb Botruff, and Michael Mendenhall (guest).

1. The minutes of the May meeting were unanimously approved.
2. The Board voted unanimously to appoint Michael Mendenhall as new Regional Manager for Area 3
3. Jeff Reusser gave the Treasurer's Report.
4. Larry Haggard gave the Secretary's report.
5. Laura gave an update on the Registry. Doug is late in providing the online herd status reports. Also hoping to add more detailed testing info to the registration certificates.
6. Laura gave an update on the Dexter Cattle Journal. The Ohio Valley Dexter Breeders Association would like to include their newsletter in the Journal.
7. Laura gave an update on our website.
8. Bob Curlee gave an update on Region 2 on the Celtic Festival he and Laura attended in California.

9. The Board approved the use of a new updated Logo design to include a map of North America.
10. As an effort to promote Dexters and add an incentive call to action, specially designed Dexter cattle bumper stickers will be sent to renewing members, and will also be included in new member packets.
11. The Board discussed the By-Laws. Further revisions needed. Topic tabled until next meeting.
12. The next Board meeting was set for July 8th.
13. Deb moved and Bob seconded to adjourn meeting.

Meeting was adjourned at 10:15PM CDT.

Respectfully submitted by Larry Haggard, Secretary

May 13, 2018

The Meeting was called to order by President Laura Christofk at 7:05PM CDT. Those present were: President Laura Christofk, Vice President Donna Semas, Secretary Larry Haggard, Treasurer Jeff Reusser, Board members Stan Cass, Bob Curlee, and Deb Botruff.

1. Deb Botruff moved and Donna Semas seconded to approve the April Minutes. Motion passed.
2. Jeff Reusser gave a Treasurer's Report.
3. Larry Haggard gave a Secretary's report.
4. Laura gave an update on The Dexter Cattle Journal.
5. Laura gave an update on our website.
6. Bob Curlee gave an update on Region 2.
7. Deb Botruff gave an update on Region 4.
8. Stan Cass gave an update on Region 6.
9. Laura gave an update on the new registration certificate printing, mailing envelopes and costs.
10. Bob Curlee, Chairman of the Genetics Committee, asked board approval to appoint committee members by voting yes or no on each individual proposed. It was agreed to get input from absent board members before appointment decision.
11. The Board discussed the proposed By-Laws updates. Plan to vote on them at the next meeting.
12. Laura implemented a "Test drive" of the new online form and membership survey for the board to test
13. The next Board meeting was set for June 10th.
14. Bob Curlee moved and Deb Botruff seconded to adjourn.
15. Meeting was adjourned at 8:30PM CDT.

Respectfully submitted by Larry Haggard, Secretary

April 8, 2018

The Meeting was called to order by President Laura Christofk at 7:11PM CDT. Those present were: President Laura Christofk, Vice President Donna Semas, Secretary Larry Haggard, Treasurer Jeff Reusser, Board members Stan Cass, Bob Curlee, Deb Botruff, and Gloria Snyder.

1. A motion was made by Bob Curlee and seconded by Donna Semas to approve the March 8th minutes. Motion passed.
2. Jeff Reusser gave a Financial Report.
3. Larry Haggard gave the Secretary's Report.
4. Laura Christofk gave a Journal update. Journals to go out in the next week or so. The next few issues of the Dexter Cattle Journal will have a 4 page color insert. The extra cost is covered by an ad which will pay for the extra cost. There's also an ad in the Journal for complimentary Dexter marketing brochures.
5. Laura Christofk gave a website update. The old Members Forum is now closed. She is working on a new Members Forum.
6. Bob Curlee gave an update on Region 2.
7. Deb Botruff gave an update on Region 4.
8. Gloria Snyder gave an update on Region 5.
9. Stan Cass gave an update on Region 6.
10. The Board was surveyed as to their preference for the Registration Certificates to be "Portrait" or "Landscape." The Board's preference was 4 in favor of "Landscape" and 3 for "Portrait."
11. The Board was surveyed as to their preference of updating our database as to "Obligate status" by a "Herd Status Report" from the members themselves or the Registrar actively searching the database. 6 of the Board members preferred the information coming from the members and 1 preferred the Registrar doing the work.
12. Gloria Snyder discussed By-Law changes.
13. The Board voted to create a Genetics Committee per our Rules and Regulations with Bob Curlee as Chairman. The vote was unanimous.
14. Laura Christofk and the Board discussed By-Laws revisions.
15. Laura Christofk discussed the Ohio Valley Dexter Breeders Association Meeting, Show, and Sale in May. This will be an Area Regional Meeting rather than an Annual General Meeting.
16. Laura Christofk discussed membership renewal with adding herd census to the renewal application.
17. The Board discussed transfers of animals without prior owner's signature. Bob Curlee moved that we accept transfers without prior owner's signature but with a notice going to the prior owner for rebuttal if needed.. Deb Botruff seconded the motion. Motion passed.
18. Next meeting scheduled for May 13.
19. Bob Curlee moved and Stan Cass seconded to adjourn.

Meeting was adjourned at 9:02PM CDT.

Respectfully submitted by Larry Haggard, Secretary

March 11, 2018

The Meeting was called to order by President Laura Christofk at 7:09PM CDT. Those present were: President Laura Christofk, Vice President Donna Semas, Secretary Larry Haggard, Treasurer Jeff Reusser, Board members Stan Cass, Bob Curlee, Sharone Fischer, Deb Botruff, and visitor S.A. Walkup.

1. Treasurer's Report – Jeff Reusser
Jeff reported that we are on track in spite of the anticipated winter slow down in registrations and memberships
2. Secretary's Report – Larry Haggard

Larry reported monthly and YTD progress on new and renewed memberships, registrations and transfers.

1. The Dexter Cattle Journal Report – Laura Christofk
Laura discussed incorporating the Dexter Cattle Club of Tennessee newsletter into the Journal and including all their members in the mailing (even if they are not PDCA members) as a way to support regional clubs. Spring issue will be the first trial issue. Same offer will be made to Rocky Mountain Dexter Breeders and Ohio Valley Dexter Breeders.
Laura also discussed adding a 4 page color insert in the Journal depending on cost, if added cost could be offset by advertiser who wants ad in color.
2. Website Report – Laura Christofk
“Dexter Benefits” page was finally launched. It is still a work in progress, but it's a start.

Online forms were edited to allow for registration certificates to be sent as “PDF” for Registry to Registry transfers.

\$5 if a PDF is emailed to member

\$10 if a printed certificate is mailed regular mail.

1. Vice president Report - Donna Semas
Donna said she had no one to propose for open Area Manager positions.
2. Area 1 Report – Jennifer Wetzel
Absent
3. Area 2 Report - Bob Curlee

Bob gave an update on new regional group in Area 2—Sierra Dexters.

1. Area 3 Report – manager needed

2. Area 4 Report - Deb Botruff

Deb gave an update on her Area.

1. Area 5 report – Gloria Snyder
Absent
2. Area 6 Report - Stan Cass
3. Stan gave an update on the Ohio Valley Dexter Breeders upcoming show & sale.
4. Area 7 Report - Sharone Fischer
Sharone gave an update on her Area.

MOTIONS

1. Stan Cass moved and Bob Curlee seconded to approve the February meeting minutes.
Motion passed.
2. Bob Curlee moved that we allow Registration to Registration Certificates to be emailed as PDF files to members for \$5 (registration costs) and charge \$10 if member wanted a printed out mailed (regular mail) certificate. Deb Botruff seconded. Motion approved.

DISCUSSION

1. Discussion ensued regarding the need to update obligate status of all animals in our database. It is assumed, but not known at this time if there is an actual a need. Registrar will be contacted to look into this potential need. Update will be provided at next meeting.
2. It was proposed to create a registry census every couple of years to get info from our members updated. Many sold animals are still showing in breeders name as opposed to buyers name. This could possibly be done online at membership renewal time – Laura will research this and propose ideas for consideration at next meeting.
3. The creation of a Genetics Committee was discussed as an alternative to having one person as the “official registrar.” S.A. Walkup proposed the following as members of this Committee: Kathy Smith, Shaun Ann Lord, Craig Turpin, and herself.
The board agreed that a board member should be appointed as chairperson for such a committee. Laura assigned Bob Curlee as chairperson for this committee. No vote taken as to the committee members - Tabled until next meeting.
4. The URL for the online Members Forum at purebreddextercattle.ning.com was finally obtained from Kent Brooks. Considering the cost/value of continuing with the forum server NING, The Board’s consensus was to not renew it and create a new Members Forum on our current website for free. Laura will attempt to get the archived photos before it is shut down on March 28
5. Discussed regarding updating the ByLaws Part 2 was tabled until next meeting.
6. Next Meeting scheduled for April 8, 2018.
7. Deb Botruff moved and Sharone Fischer seconded to adjourn.
8. Meeting was adjourned at 8:52PM CDT.

Respectfully submitted by Larry Haggard, Secretary

February 11, 2018

The Meeting was called to order by President Laura Christofk at 7:06PM CST. Those present were: President Laura Christofk, Vice President Donna Semas, Secretary Larry Haggard, Treasurer Jeff Reusser, Board members Stan Cass, Bob Curlee, Gloria Snyder, and visitor S.A. Walkup.

1. Jeff gave a Financial Report.
2. Larry gave a Secretary's Report which included count for new/renewing members, registrations, transfers, registry to registry transfers for the month of January and YTD.
3. Laura gave an update following up on January's discussion regarding animals in the database with two different registration numbers. Discovery was made that prior to transferring/registering an animal in the PDCA registry, some animals are already entered in our database using their ADCA number. Doug Meyer will make sure the online database will show pedigree/offspring for both numbers when doing an animal search for either number.
4. Laura mentioned her intent to contact Kipp Brown as a potential Registrar replacement and asked the board for input. Update will be provided at March meeting.
5. Member S.A. Walkup proposed the creation of a Genetics Committee to assist the registrar with updating/correcting genetic info for existing animals in the registry database. She suggested herself, Shaun Ann Lord, Kathleen Smith, and Craig Turpin as members willing to serve in this capacity.
6. Laura gave an update on our website.
7. Bob Curlee gave an update on Area 2.
8. Stan Cass gave an update on Area 6.
9. Stan moved and Gloria seconded to approve the minutes of the January meeting. Minutes were approved.
10. Board discussed new registration certificates design to save on cost of mailing. Discussion ensued regarding making registration certificates an email-able file for people to print their own (especially for the registry to registry transfers) or charge a little extra for an actual printed and mailed certificate. Laura agreed to contact Doug Meyer about the feasibility of this option to be automated. Topic was tabled until March meeting to allow time for discovery.
11. Discussion ensued regarding PDCA participation/presence (an AGM or alternative) at the Ohio Valley Dexter Breeders Association Show and Sale.
12. Discussion ensued regarding updating obligate status of animals in the database. No action was taken. Further discussion is planned for next board meeting.
13. Discussion ensued regarding Donnas continuing effort to update our By-Laws.
14. Discussion ensued regarding the pros/cons and potentially phasing out of the current \$5 registry to registry transfer fee. A cost alternative was suggested to email registration certificates. Laura agreed to contact Doug Meyer about the feasibility of this option to be automated. Topic was tabled until March meeting to allow for time of discovery.
15. Next meeting was set for March 11, 2018.
16. Stan moved and Donna seconded to adjourn.

17. Meeting was adjourned at 9:13PM CST.

Respectfully submitted by Larry Haggard, Secretary

January 14, 2018

The Meeting was called to order by President Laura Christofk at 7:11PM CST. Those present were: President Laura Christofk, Vice President Donna Semas, Secretary Larry Haggard, Treasurer Jeff Reusser, Board members Sharone Fischer, Stan Cass, Bob Curlee, and visitor S.A. Walkup.

1. Jeff gave a Financial Report.
2. Larry gave a Secretary's Report.
3. Laura gave a Journal update.
4. Laura gave a website update.
5. Donna gave an update on Area Managers.
6. Sharone, Bob, and Stan gave an update on their Areas.
7. Stan moved and Donna seconded to approve the December Board Minutes. Motion carried.
8. The Board discussed changes to our Bylaws.
9. Laura discussed the search for a new Registrar.
10. Laura and S.A. Walkup discussed cleaning up our database.
11. Laura and the Board discussed the 2018 AGM and alternatives.
12. The next Board meeting was set for February 11th.
13. Donna moved and Stan seconded to adjourn. Motion carried.
14. Meeting was adjourned at 9:06PM CST.

Respectfully submitted by Larry Haggard, Secretary