

WHA Sale Committee Meeting

4/15/2026 at 7 pm via Zoom

Attendees: Steve Merry, Caleb Ahrens, Melissa Berggren, Michele Dahnert, Chuck Badertscher, Lisa Davis

Call to Order by President Steve Merry

- Discussion of Consignor Survey results
 - Most respondents had positive feedback about the facility
 - Melissa will follow up with technical contact about Wi-Fi & cell phone service
 - Steve will contact Greg about additional road signage
 - Steve will contact consignor with concerns
- Discussion of Proposed Sale Facility & Auctioneer Contracts
 - Sale Facility: Dutch Valley Auction Facility, Platteville, WI
 - Auctioneer: Will Epperly, Dunlap, IA
 - Potential future sponsorship program to help offset costs – catalog advertising & display tables at sale
 - Caleb Ahrens moved to sign 5-year contract with sale facility & auctioneer, following terms outlined in respective contracts; motion seconded
 - Motion passed with unanimous votes for sale facility & auctioneer contracts
- Discussion of Banquet contract
 - Contract not available yet, awaiting information from banquet facility
- Discussion of Sale Consultant and Sale Manager contracts
 - Contract details discussed: length, duties, screening, compensation, facility liaison
 - Melissa will organize contract details for Sale Consultant and Sale Manager, and the Sale Committee will meet again in a few weeks to discuss & finalize contracts
- Brief discussion of member volunteer duties for carrying out the sale; this topic will be discussed more thoroughly at a later date
- Areas for improvement were reviewed, including wi-fi & cell phone booster, restrooms, washrack, water spigot, sale line up, speakers, comments during auction, overnight pen lighting, load out. Most of these facility details/ improvements with the facility have already been addressed.
- A buyer survey would be helpful for future planning; Melissa will work on this survey and provide to the Board for review before sending to the buyers.
- Brief discussion of overall sale economics. Sale average was within \$30 of the Iowa Beef Expo, which is very favorable for the WHA.
- The Sale Committee will meet again Wednesday, April 29 at 7 pm via Zoom.