

## WHA Board of Director's Agenda

Saturday, December 17, 2022- 12:30 pm; Arrowhead Lodge & Conference Center, Black River Falls WI

Attended by: Rick Starck, Fred Larson, Steve Folkman, Jim Renn, Loxi Smythe, Melissa Berggren, Lisa Davis; on Zoom: Jackie Bevan, Shawn Prodell, Doug Schulz, Jamie Kent, BJ Jones

### Call to Order

**President's Comments:** Rick Starck

**Secretary's Report:** Lisa Davis

- Fred Larson moved to accept, Jim Renn 2<sup>nd</sup> the motion

**Treasurer's Update Report:** Melissa Berggren

- Jackie Bevan moved to accept, Jamie Kent 2<sup>nd</sup> the motion

**Committee Reports: 2022 WHA Committee List shown below**

- Finance
  - 2023 Budget
    - With current CPI at 7%, Steve Folkman suggested to increase everything 8%.
    - Committee chairs need to take a look at budget and determine where budget needs to be; not exceed budget
    - May need extra \$\$ for Promotions, possibly increase to \$4500 for 2023.
  - WHA Treasurer Position Opening – two possible candidates are interested
    - Email updated job description to WHA Board
    - Executive committee will review salary and add additional salary increase to 2023 Budget.
    - Interviews some time before WHA Annual Meeting
      - BJ is willing to help with interviews also
- Communications
  - WHA Annual Meeting is 1/28/23 – Lisa – brief report on details
  - WHA Website Analytics – Lisa - brief report on Analytics/ Use 4<sup>th</sup> Quarter 2022
    - 742 visitors so far; 1 M 23 S average engagement time. Top states: Wisconsin, Illinois, Virginia, Iowa, and Texas
  - New WHA QR Code is available for printing on WHA literature or member download/ use
  - 2022 Annual Mailing – items needed within the mailing were confirmed
    - 2023 WHA Membership Renewal Form
    - 2023 WHA Annual Meeting Meal RSVP
    - 2023 WHA Annual Meeting Agenda
    - 2023 WHA Annual Meeting Announcement/ Details
    - 2022 Annual Meeting Minutes
    - 2023 WHA District Election Information/ ballot

- All districts have an eligible seat
  - Discussion on whom is retiring from board and whom is eligible to stay on
  - Please send email notice out for members to know they are welcome to volunteer for the board and/or committees.
  - Discussion on possible future redistricting, depending on where cattle and members are populated and willing to serve on the Board.
- Upcoming proposal for amendment to WHA Bylaws to allow possible electronic voting for District Elections and electronic annual mailing for those members that would like to participate electronically. Paper voting and annual mailing would be available to those members that wish to receive paper copy. Steve, Jim, BJ, and Jamie will work on & present to Board & membership for vote in 2024
- Advertising/ Promotions
  - The new WHA Brochure needs to be reprinted – inventory running low (75-100 copies left)
  - 2023 Calendar of Events/ Volunteer Opportunities
    - Can be challenging to have enough volunteers to staff events
    - Maybe with a little extra planning and advance communication to membership about the events and volunteer needs, a few more folks might be able to plan ahead to volunteer (maybe it wouldn't help too but its worth a try)
    - 2023 Events
      - 2022 conferences and events were very helpful for WHA
      - Driftless Area Conference – Dubuque IA
      - Grass Works – Wisconsin Dells
      - WPS Farm Show – Appleton
      - WI Farm Technology Days – Baraboo
      - WI State Fair – WI Cattlemens Steak Tent
      - World Beef Expo
      - Jackie Bevan volunteered to create WHA Facebook page events for the shows that WHA will exhibit at
      - Events and shows will be added to WHA Website calendar page
    - Need to monitor budget for shows and advertising materials
      - Note: As per the 8/27/22 Board Meeting: Entry Fees and Parking will be paid for volunteers that commit ahead to work at the WHA Booth at a Trade Show/ Event. May need to increase budget a little for 2023 to accommodate for this. Or participate in one less show, if budget needs to stay the same as 2022.
    - Discussion on handout materials available (and goals of the materials) for shows and Junior National welcome packets
      - Wisconsin Review
      - Special Map of WHA membership
      - WHA Brochure

- WHA Directory
  - All of the above items have paid advertising opportunities
  - Further discussion and decision on possibly printing WHA Directory tabled until a special Zoom meeting on December 21 (Advertising/ Promotions Committee and Review Committee)
  
- State Sale/ Banquet – Melissa Berggren
  - 60 lots entered in the Sale
  - Live Auction will be the online auction platform
  - Lowderman Auction will do the auctioneering
  - Brief discussion on screening fees. Screening has helped improve sale over the years.
- WJHA Liaison
  - BJ Jones and Sondra Brancel will be working with Alliant Energy Center and show coordination for JNHE, July 8-14, 2023
    - Volunteer sign up available at the WHA Annual Meeting
    - Move-in is an area where much help is needed
    - Help in show ring needed also
  - June 2-4, 2023 is the State Show and Spring Preview Weekend at Jefferson, WI
  - Espenscheid Memorial Scholarship will be available again in 2023.
  - 2023 Donation Heifer from Wildcat Cattle Company
  - 2024 Donation Heifer from C & B Farms
- State Fair Liaison – Doug Schulz
  - Kermit Rhiner has signed the contract for the Jackpot Steer Class for 2023 WI State Fair
- Feeder Calf Sale/ Promotion
  - Carthage Sale is coming up in early January
- Queen Program – Jackie Bevan
  - Madison Katzenberger is doing a great job as National Hereford Queen
  - Wisconsin Hereford Royalty 2023 will be chosen in January
  - Continuing to work on Royalty endowment fundraising
- World Beef Expo – Jim Renn
  - Sept. 28 – Oct. 1, 2023
  - Will be looking for 3 Board Members for the World Beef Expo Committee
  - Will be held with Harvest Festival this year
- WCA Liaison – No discussion
- Review/ Directory – further discussion tabled until Zoom Meeting
- County Youth Awards
  - Question of is there anything that needs to be added to 2023 budget for the County Youth Awards?
- Tour (Southeast District in 2022; Southwest District in 2023)
  - No planning yet for SW district event
  - \$500 has been added back in budget line item for educational event

**New Business:**

- WHA Membership Details
  - Lisa- brief report on listing of new members for 2022
- Question of district boundaries and Directors' representation – will need future discussion

**Old Business: None**

**Future Board Meetings In Person/ZOOM**

- January 27, 2023 at The Lodge (Mauston): Evening prior to WHA Annual Meeting on 1/28/23

**Adjourn**

- Fred Larson moved to Adjourn
- Steve Folkman Seconded the motion
- Meeting Adjourned 2:45 pm

Submitted by Lisa Davis, WHA Secretary