

WHA Board of Director's Meeting

Thursday, June 13, 7 pm Via Zoom

Attendees: Rob Ash, Steve Merry, Rick Starck, Kelly Oleson, Liz Johnson, Bruce Thorson, Kim Johnson, Jamie Kent, BJ Jones, Caleb Ahrens, Katrina Edge, Lisa Davis

Call to Order

President's Comments – Rob Ash

- Thank you to the WHA Board for taking time to join the Board Meeting at a busy time of year with hay-making, showing, and other summer activities.

Secretary's Report – Lisa Davis

- Minutes from the March 2024 Board Meeting were read
- Kelly Oleson moved to accept the Secretary's report; Katrina Edge 2nd
- Secretary's report accepted

Treasury/ Accounting Update Report – Lisa Davis

- Checking, Savings, & HYFA Balances given
- Current Budget Status & 2024 Statement of Activity Reviewed
- Working with Compeer Financial, we are focusing on continuing to streamline the WHA's QuickBooks and help improve efficiencies. Deletion of oldest 5 years of data (2010 - 2014) from Quick Books may be needed to help with efficiency. The data is backed up externally. The Board voices no objection to deleting the oldest 5 years of data out of the WHA's Quick Books program if needed.
- Steve Merry moved to accept the Treasury/ Accounting Report; Rick Starck 2nd
- Treasury/ Accounting Report accepted

Committee Reports: 2024 WHA Committee List shown below

- Advertising/ Promotions – Rick Starck
 - New WHA Pens & Magnets purchased for giving out at Trade Shows
 - WPS Farm Show went well – many good contacts & discussions with visitors
 - WI Farm Technology Days – Cadott, WI – August 13-15
 - WHA Beef Tent Booth
 - Member Farms providing cattle
 - Volunteers welcome. The Starck's will work with set up & take-down
- Communications
 - WHA Website Analytics – Lisa - brief report on Analytics/ Use Year 2024 to date
 - 2,600 Users
 - Top Pages: Main, Sale, Members, Juniors, Calendar
 - Top States: WI, IL, IA, TX, MN
 - WHA Website Blog Feature: Option to share information & news of the WHA
 - Separate meeting via Zoom in the future to discuss the potential Blog page
 - 2025 WHA Annual Meeting
 - Announcement for The Review magazine Reviewed (August 2024)
 - Sponsorship Program Reviewed
 - Possible educational program in the morning: Management topic on cow Reproduction/ calving / breeding; possible future survey of members for topics of interest

- County Youth Awards
 - Program is getting started for the year. The Wiechert's work with Wisconsin Counties participating in the program, and mail Scotch Comb gift boxes to the high placing Hereford exhibitors in showmanship classes.

- Feeder Calf Sale/ Promotion – Katrina Edge
 - Feeder calf prices continue to be high. Cattle prices are good.

- Finance
 - The WHA is currently a 501©5 tax classification (Bylaw 7, section 3). The question has come up about the potential option to return to 501©3 tax classification in the future.
 - 501©5 is fitting for the current purpose, structure, and activities of the WHA, based on review of the WHA's activities and details of both tax classifications
 - Upon review of the tax classification information for 501©3 and 501©5, the Board maintains the current by-law and 501©5 tax classification.
 - Tax Classification information for Board Review provided by Compeer Financial.
 - WHA 2023 Taxes have been filed
 - Based on the current financial activities of the WHA which qualify as Unrelated Business Income Tax (UBIT) according to the IRS (sales of cattle for commissions; advertising), the WHA is required to file and pay yearly taxes. Based on the current structure and type of income-producing activities of the WHA, the WHA needs to continue to budget monies for tax preparation and payment each year.
 - UBIT Information for Board Review provided by Compeer Financial.
 - Discussion of potential to create CD's from savings (March Board Meeting)
 - CD's not started due to concerns about potential early withdrawal fees

- Review/ Directory
 - Next Review Magazine Issue is August 2024. Contract Period is 2-issue August 2024 & February 2025
 - Most of the contract advertising (Annual Sponsorship & Progressive Breeder) has been paid but a few have not been paid yet.
 - To date - Contract advertising purchase is down compared to 2023
 - But this may be due to the length of time between 2024 issues (6 months – February 2024 to August 2024)
 - Spreadsheet comparison of 2023 & 2024 advertising provided to the Board
 - Steve, Kim, and Bruce are willing to contact farms & businesses that have previously advertised in The Review to ask if they would like to advertise in 2024.

- Royalty Program – Kelly Oleson
 - HYFA Disbursement received and new Royalty Sashes purchased – the sashes are very nice!
 - Continuing streamline communication within the Royalty group about events, whom will be there to help, and the attire for the event.

- State Fair Liaison
 - Jackpot Steer Class nomination / entry deadline June 15 – only a few days away!

- State Sale/ Banquet
 - Sale Date: March 1, 2025 at Fennimore Livestock, Fennimore, WI
 - Banquet: Friday, February 28, 2025
 - 2025 State Sale Rules reviewed by the Board
 - Several updates for 2025 Rules requested by the Board. Lisa will summarize the Board's updates and email to Melissa, Steve, and Chuck.
 - Sale Closure: Updates for 2025 Catalog terms of sale to reflect closure of both in-person and online purchased animals; offer Mortality Insurance available for purchase
 - Payout efficiencies: Procedures for future sales
 - Beginning in 2025, perform final payout to consignors through the WHA's current Accounting procedures.
 - Use online Bill-Pay System for actual payout checks to consignors. The online Bill-Pay system is a free service to the WHA and saves postage costs. Also, the online Bill-Pay system saves the cost of checks purchased by the WHA for hand-written check payments.
 - Email PDF settlement summaries (or mail paper copies) to consignors when payout calculations are finalized. Emailing PDF settlement summaries would save postage, paper, and envelope costs. Transmission of settlement summary and payment check will occur separately, since the payment will be made through the online Bill-Pay system.
 - Review and approval of the calculations and payouts by Sale Manager, Sale Committee Co-Chairs, and WHA Accountant will replace the former yearly co-signing of hand-written checks (>\$5,000) to the sale consignors.
 - The Board voices no objection to use of the online Bill-Pay system for all lots of the Sale Payout beginning in 2025. This will keep the Sale Payout activity consistent with current Accounting procedures of the WHA. The online Bill-Pay system was used to pay Sale Vendors in 2024 (Sale Facility, Veterinarian, Advertising, etc.). Use of the online Bill-Pay system for payouts to consignors beginning in 2025 will help improve efficiencies and will save monies for sale expenses, and for the WHA (postage, paper checks, envelopes, etc.).
- Tour (Southwest District in 2024) – Caleb Ahrens
 - August 24, 2024
 - Thank you to the host farms! Plum River Ranch, CMA Herefords, Wildcat Cattle Company, Thousand Hills Polled Herefords, SandRock Ranch Herefords
 - Meals, Snacks, and Educational programs will be provided
- WCA Liaison
 - No Report
- WJHA Liaison – BJ Jones
 - Open Jackpot & Spring Preview Weekend was successful
 - Junior National Hereford Expo is in Grand Island, NE in July 2024
 - WJHA will have a good group at the WI State Fair in August 2024

- World Beef Expo
 - Moved date to Sept. 19 – 22; this will now be a separate weekend from Harvest Fest

Old Business - None

New Business

- Isabel Brown Memorial Donation: Steve Merry moved to donate \$102 to the McKerrow-Brown Memorial Fund at the WI 4-H Foundation. 2nd by BJ Jones. Motion carried. One Dollar is donated for each year of Isabel's life. Isabel had a very positive influence on many people in the Livestock and Hereford Industry. \$102 will be donated by the WHA to the Memorial Fund in memory of Isabel Brown.

Future Board Meetings In Person/ZOOM

- September 2024 via Zoom

Adjourn – 9:22 pm

- Steve Merry moved to adjourn
- Katrina Edge 2nd.
- Meeting adjourned.