

WHA Board of Director's Meeting

Friday, June 9; 7 pm

Meeting via Zoom

Call to Order: 7 pm by Secretary Lisa Davis

- Attending: Steve Merry, Jamie Kent, BJ Jones, Caleb Ahrens, Katrina Edge, Doug Schulz, Shawn Prodell, Rob Ash, Kelly Oleson, Lisa Davis; WHA Sale Manager Melissa Berggren

Secretary's Report: Lisa Davis

- Minutes of the March 2023 Board Meeting highlights: recap of the activities of the Annual Meeting and potential future sponsorship opportunities that could be available, details of the WHA Accounting transition, upcoming WHA trade shows, Spring Sale & Banquet, designation of Pie/ Fun'd auction monies for Junior Programs, and the upcoming Junior National Hereford Expo.

Treasury/ Accounting Update Report: Lisa Davis

- Checking & savings balances given
- Upcoming Invoicing Income: WI Review, new WHA Membership Directory
- Contract with Compeer Financial for Accounting Services began 4/1/23

Committee Reports: 2023 WHA Committee List shown below

- Finance – Lisa Davis
 - Brief report with details of daily Accounting Management/ procedures
- Communications – Lisa Davis
 - WHA Website Analytics - brief report on Analytics/ Use 1/1/23 to 6/4/23
 - 4,600 visitors
 - Average time on website year to date: 46 seconds (Usually ~1 minute 30 seconds.) The shorter time to date may be due to many views of the Sale Catalog in early March, around the time of the Sale. The Sale Page has the most views so far in 2023, as the Sale is well advertised, and is a very important event for the WHA. When a Document on the Website such as Sale Catalog or The WI Review is opened and viewed, that is not counted as "time" on a web page through the Analytics program. So it is very likely visitors are actually spending more time viewing WHA information through the website than the analytics is able to capture and show at this time.
 - Top 5 pages viewed: Sale (4416), Main (2081), Members (1020), Juniors (501), Calendar (451)
 - Top 5 states visiting WHA Website: Wisconsin, Texas, Illinois, Iowa, Minnesota
- Advertising/ Promotions – Doug Schulz
 - WI Farm Technology Days – Baraboo, WI – July 18-20
 - Ken Pierce volunteered to bring cattle
 - WHA Booth Volunteers needed
 - Doug will work with booth set-up
- State Sale/ Banquet – Melissa Berggren
 - Good responses to the social media advertising for WHA Spring Sale
 - Favorable comments about the Pre-sale Banquet
 - Sale will be at Fennimore Livestock Exchange in 2024
 - Shared results of Consignor Survey

- Items for future discussion: screening, floors, signs, number of lots/ entries in sale, Bang's vaccination, herd John's status, possible points system incentive for show heifers, substitutions, choice lots- sale expenses division (are sale expenses divided among actual lots sold or the number cataloged; expenses divided per lots cataloged), auctioneer
- WJHA Liaison – BJ Jones
 - Junior National Hereford Expo preparation is going well: ~2000 entries; ~800 exhibitors
 - Sunday Move-in – a number of volunteers are still needed; some show ring help also needed
 - WJHA is sponsoring some Food Trucks at the JNHE
 - WJHA also sponsoring the Stuffed Bears at the Queen's Tea at the JNHE
 - 80 head exhibited at the Spring Preview show in June
 - FOLOW Conference (Faces of Leadership of Wisconsin) – September 2023 – Based at UW River Falls. WJHA President Marie Prodell is coordinating the FOLOW Conference.
- State Fair Liaison – Doug Schulz
 - 2023 Wisconsin State Fair August 2023. WHA is sponsoring the Jackpot Hereford Steer Class again in 2023.
- Feeder Calf Sale/ Promotion – Katrina Edge
 - Greater Midwest Hereford-Influenced Feeder Calf Sale: January 4, 2024, Carthage Livestock, Carthage IL
 - Kentucky Feeder Calf Sale, December 2023
 - Bloomington Livestock – Red Hided Feeder calf sale in early January 2024
 - Equity Livestock Focus on Red Feeder Calf Sales – November & December 2023
- Royalty Program – Kelly Oleson
 - Royalty Group met in April to discuss fulfilling the Endowment fund at HYFA
 - Future Clothing Fundraiser – utilize WHA Logo: Doug Schulz moved that the Royalty Group use the WHA Logo in the fundraiser; Jamie Kent 2nd the motion. Motion Carried.
 - Please save your Pop Tops for the Royalty “Pop Tops for a Cause” fundraiser. Will have collection boxes at JNHE for the Pop Tops.
- Review/ Directory – Lisa Davis
 - Directory – New Directory is in progress and will be finalized soon
 - New Directory will be included in the “Welcome Bags” for the JNHE
- Tour (Southwest District in 2023) – Caleb Ahrens
 - Postponed until 2024 due to JNHE in Madison, WI 2023
 - Several farms in the SW District have volunteered to host the 2024 tour

New Business:

- Distribution of Monies from the 2023 Pie/ Fun'd Auction at the WHA Pre-Sale banquet
- \$7,610 was raised for Junior Programs
 - Note on the monies raised at the Banquet Pie and Fun'd Auction: As per the 8/27/22 Board Meeting: 50% of the monies to be designated for Scholarship, and 50% to be designated to the Royalty program.
- BJ Jones and Kelly Oleson have discussed the distribution of the 2023 monies, and presented a motion that \$3,000 be distributed to the WJHA, for 3, \$1000 Scholarships. The remaining \$4,610 would be distributed to the Wisconsin Hereford Royalty HYFA fund.
 - Steve Merry moved to accept the motion, and Jamie Kent 2nd. Motion carried.

Old Business: None

Future Board Meetings In Person/ZOOM

- September 2023 – Zoom – before World Beef Expo
- December 2023 – NW District (Black River Falls?)

Adjourn