

# WHA Board of Director's Agenda

Saturday, March 4: 8 am

Fennimore Livestock Exchange, Fennimore, WI

**Attendees:** Rick Starck, Kelly Oleson, Steve Folkman, Steve Merry, Jamie Kent, Doug Schulz, Shawn Prodel, Rob Ash, BJ Jones, Caleb Ahrens, Melissa Berggren, Lisa Davis.

**Call to Order at 8:08 am by President Rick Starck**

**President's Comments:** Rick Starck

- The banquet and Pie/ Fun'd Auction on March 3 was successful and enjoyed by Attendees. The WHA is looking forward to a good sale today.

**Secretary's Report:** Lisa Davis

- Minutes of the January 2023 Board of Directors Meeting, January 2023 WHA Annual Meeting, and January 2023 Reorganizational Board of Directors Meeting were emailed to the Board of Directors ahead of the March 4 meeting, and posted on the WHA Website. These minutes served as the Secretary's report. Due to the schedule of the day (WHA Spring Sale Consigner Meeting at 9 am), time was not available to read through the minutes in detail.
  - Doug Schulz moved to accept the Secretary's Report as presented; Jamie Kent seconded the motion. Secretary's Report approved.
- Sponsorship Opportunities for the 2024 WHA Annual Meeting were briefly discussed.
  - The 2024 & 2025 WHA Annual meeting will be at The Lodge at Mauston.
  - Rental of meeting rooms will be \$1500 each year for 2024 & 2025. WHA will be renting all 3 meeting rooms both years, due to the size of the group(s) to be accommodated and the schedule of "events" associated with the WHA Annual Meeting. Previous cost was \$600 for renting two meeting rooms.
    - Events accommodated as part of the WHA Annual Meeting:
      - Friday evening:
        - WHA Board Meeting
        - WJHA Board Meeting
      - Saturday:
        - Royalty Breakfast (approximately 25 youth and adults in 2023)
        - Royalty Interviews
        - Scholarship Interviews
        - WJHA Annual Meeting
        - WHA Banquet
        - WHA Annual Meeting
    - Two items can help reduce the impact of additional cost increase to WHA –
      - WJHA is willing to help pay for some of the future meeting room rental costs since WJHA has meeting(s) and activities that utilize the rented rooms. BJ Jones will let the WHA know the contribution WJHA is able to place toward Annual Meeting room rental costs.
      - Sponsorship Opportunities for WHA Annual meeting (business and farm sponsorships)

- Sponsorship Opportunities were briefly discussed, based on prospective sponsorship program information that Lisa had emailed to the WHA Board:
  - Sponsorship levels:
    - Gold: \$300
      - 4 Available
      - Sponsor Tabletop/ Banner Display in WHA Annual meeting Room at The Lodge
      - Promotion through WHA Website, WI Review, and The Lodge Facebook Event page
    - Silver: \$200
      - 4 Available
      - Promotion through WHA Website, WI Review, and The Lodge Facebook Event page
    - Bronze: \$20-100
      - Promotion through WHA Website and WI Review
    - Cake Sponsorship: \$50
      - 4 Available
      - Promotion through WHA Website and WI Review
  - No objections were voiced to offering Sponsorships opportunities for WHA Annual Meeting
- Lisa Davis will contact potential sponsors and coordinate WHA Annual meeting sponsorship opportunities. Lisa will communicate with the WHA Board on progress and questions.

## **Committee Reports**

- Finance Committee – WHA Treasurer Position Opening
  - The WHA Treasurer role currently remains open. In December 2022, WHA Treasurer Melissa Berggren announced to the Board her resignation, effective at the January 2023 Annual Meeting, or until a suitable replacement is found. Several candidates have expressed interest but have not been able to fill the role of WHA Treasurer.
  - Because the WHA Treasurer role remains open, Compeer Financial has been approached about performing the accounting and financial duties for the WHA, as listed in the Treasurer job description. Secretary Lisa Davis has been coordinating with Compeer Financial on the opportunity to work with the WHA. Additional notes of detail are in subsequent points:
  - If the WHA Board approves working with Compeer Financial, the WHA would pay Compeer \$1500 per calendar year for performing the accounting and financial duties of the WHA. \$1500 per calendar year is the 2023 designated Treasurer’s salary.
  - Compeer Financial’s role, if approved by the WHA Board, would be identified as “Accounting and Finance Support” or something similar, as the company is not able to be designated as a “Treasurer” position as part of the WHA Board. This has been determined by Compeer Financial’s Legal Division. The Legal Division indicates that this is due to Compeer’s organizational structure as a cooperative, since WHA is a cooperative also. However, Compeer would be able to complete the duties currently performed by the WHA Treasurer, if identified as “Accounting and Finance Support”.
  - If the WHA Board approves working with Compeer Financial, the WHA Board will need to designate a “Treasurer” (such as the Finance Committee Chair), that will receive

periodic reports from Compeer Financial. The designated “Treasurer” will receive no compensation from the WHA and will not have any financial/ fiscal duties for the WHA, as these will be performed by Compeer Financial.

- If approved by the WHA Board, WHA Secretary Lisa Davis would serve as the “Liaison” to coordinate and communicate with Compeer Financial on day-to-day accounting needs for the WHA (bills to be paid, income to be processed, etc.).
- If approved by the WHA Board, WHA Checking and Savings accounts would need to be moved to a different bank that is a nearby location to the Compeer Financial branch that will be working with the WHA.
- If approved by the WHA Board, on behalf of the WHA, Secretary Lisa Davis would work with setting up the new checking and savings accounts for the WHA, and coordinate the process of start-up and working with Compeer Financial.
  - The Board discussed that this may be an opportune time to invest some of the WHA savings into CD’s at the new bank, to earn a higher interest rate.
- Compeer Financial’s Legal Department is working on a “Letter of Engagement” for the WHA that would be the “Contract” between the WHA and Compeer Financial.
- April 1, 2023 is the designated possible “Start Date” of WHA working with Compeer Financial
  - Doug Schulz moved to start the process of working with Compeer Financial. As part of this motion, the WHA Board approves Secretary Lisa Davis and Compeer Financial’s designate to be authorized signers on WHA financial accounts with banking institution. The motion was seconded by Caleb Ahrens. Motion carried.
- Communications
  - WHA Website Analytics - brief report on Analytics/ Use 1<sup>th</sup> Quarter 2023 - Lisa Davis
    - 1/1/23 to 2/28/23:
      - 2,500 total Visitors
      - 38 seconds average engagement time (less than the usual ~1 minute 30 seconds, likely due to visitors opening Sale Catalog, which would be “leaving” the actual web page)
      - Sale Page has the top number of views – 2,657
      - Top 5 states with views are WI, TX, IL, IA, TN
- Advertising/ Promotions – Doug Schulz
  - 2023 Events
    - WPS Farm Show – Oshkosh – March 28-30
      - Doug Schulz is chairing the event for WHA
      - WHA Banner Backdrop has a concern with the zipper on the banner’s border. Doug will have the zipper fixed before the WPS Farm Show.
    - WI Farm Technology Days – Baraboo
      - Ken Pierce volunteered to bring cattle
    - 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.

- State Sale/ Banquet – Melissa Berggren
  - Sale day is today, March 4
  - Approximately \$7,600 raised through the Pie and Fun'd auction at the March 3 banquet
  - Group Discussion on the spending of Pie and Fun'd monies raised -
    - As per the 8/27/22 WHA Board Meeting: 50% of the Pie and Fun'd auction monies to be designated for Scholarship, and 50% to be designated to the Royalty program.
    - May need to give more scholarships or larger scholarship amounts to utilize all funds raised that would be designated for scholarships (Approximately \$3,800)
    - Group discussion of possibly designating additional monies toward Royalty
      - \$5000 has been designated by the WHA Board several years ago toward Wisconsin Hereford Royalty, to help fund the WHA Royalty Endowment. This was intended to be a substantial, one-time gift to help the Endowment start-up. This would allow available future monies to be spent on scholarships, advertising, or other programs that benefit the promotion of Hereford Cattle and/or help support young cattle enthusiasts in their academic careers.
      - Steve Folkman moved that BJ Jones and Kelly Oleson discuss before the next WHA Board Meeting, distribution of the present and future Pie and Fun'd auction monies. Doug Schulz seconded the motion. Motion carried.
- WJHA Liaison – BJ Jones
  - 2023 Donation Heifer – So far, Wildcat Present 215ET, donated by Wildcat Cattle Company, has raised almost \$10,000 in pre-auction ticket sales! These monies will benefit the WJHA Programs and Events.
  - 2023 NJHE Update – Sondra Brancel is coordinating Volunteers for the JNHE. Online signup link will be available soon. FFA Chapters will be asked if they would like to help volunteer, also.

## Adjourn

- BJ Jones moved to Adjourn. Katrina Edge seconded the motion. Meeting adjourned at 8:39 am.