

WHA Board of Director's Meeting

Thursday, March 7, 7 pm Via Zoom

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

President's Comments – Rob Ash

Secretary's Report – Lisa Davis

- Minutes from the January 2024 Board Meeting were read
 - Highlights included: Reviewing Committee reports for the Annual Meeting; Discussion of The Review Magazine; District Elections
- Steve Merry moved to accept the Secretary's report; Shawn Prodell 2nd
- Secretary's report accepted

Treasury/ Accounting Update Report – Lisa Davis

- Checking, Savings, & HYFA Balances given
- Current Budget Status Reviewed
- Invoices/ bills from WHA State Sale are in process of payment
- Working with Compeer Financial, we are focusing on continuing to streamline the WHA's QuickBooks and help improve efficiencies.
- Kelly Oleson moved to accept the Treasury/ Accounting Report; Steve Merry 2nd
- Treasury/ Accounting Report accepted

Committee Reports: 2024 WHA Committee List shown below

- Advertising/ Promotions – Rick Starck
 - 2024 Events Planning
 - WPS Farm Show – Oshkosh, WI – March 26-26
 - Reviewed plans for the show
 - WI Farm Technology Days – Cadott, WI – August 13-15
 - WHA Beef Tent Booth
 - Cattle will be needed
- Communications
 - WHA Website Analytics – Lisa Davis - brief report on Analytics/ Use Year 2024 to date
 - 1600 visitors; Top pages Sale, Main, Members, Calendar, Juniors
 - Top States: WI, IL, IA, TX, MN
- County Youth Awards
 - Thank you to the Wiechert Family for coordinating the 2024 County Youth Award program on behalf of the WHA
- Feeder Calf Sale/ Promotion – Katrina Edge
 - January sales well attended.
- Finance
 - Questions of Tax Classification of the WHA. Currently 501©5. Would changing back to a 501©3 be beneficial to the WHA? Advice and perspective from Compeer Financial on this question will be requested.
 - Interest rates for CD's are currently very good. Discussion of possibility start a CD from savings to earn extra income for the WHA. Discussion of potential concerns for penalty

- o of early withdrawal. Caleb Ahrens moved to place \$3000 into a 13-month CD dependent upon advise and perspective from Compeer Financial.
 - Lisa Davis will contact Compeer Financial about the questions of tax classification and CD.
 - o Brief discussion of credit status of the WHA based on current budget and financial activity
- Review/ Directory
 - o Several Board members have heard concerns about having 2 issues per year of The Review instead of the traditional 4 issues
 - o Discussion of the potential to do a “newsletter” format for the remaining 2 issues of The Review. Discussion of concerns with format & cost for newsletter
 - o Opportunity to develop a Blog section of the WHA website – newsletter style – suggestion by Liz Johnson. Could use Facebook also to drive visitors to the WHA Website.
 - Lisa Davis will contact Web Company to ask for information about adding a Blog section of the website.
- Royalty Program -Kelly Oleson
 - o 2024 Wisconsin Hereford Queen is Madison Kegley
 - o Madison is planning a Service Project for 2024, collecting socks for those in need
 - o There is a new Royalty Sweetheart
- State Fair Liaison
 - o Flyer will be on the Website soon for the 2024 Jackpot Hereford Steer Class
- State Sale/ Banquet
 - o Great attendance at the Banquet and Sale! 122 people at the banquet
 - o Sale Results Report was reviewed
 - o Discussion of Sale Recap report
 - o Discussion of Donation Heifer Sale Expense. Currently a 50/50 split between WHA & WJHA. WJHA is willing to pay full sale expenses.
 - Steve Merry moved that beginning with the 2025 Sale, the WJHA will pay full sale expenses for the Donation Heifer. 2nd by Kim Johnson. Motion carried.
 - o 2025 Sale dates: February 28 Sale Banquet; March 1 Sale
 - o Discussion of sale details: location; DNA testing rules; Catalog errors; ringmen; clerking; uniform stall cards for all consignors; importance of good quality pictures for catalog; sale expenses calculations
 - o A volunteer is being sought for reading pedigrees of the cattle
 - o Recent Social Media Post/ Discussions; importance of halter-breaking for sale cattle
 - o Youth Outreach Programs Benefit Auction: \$4837
 - o Heifer Grant Recipients: Mya Bevan (Consignor Grant) & Sloan Averbeck (WHA Grant)
- Tour (Southwest District in 2024) – Caleb Ahrens
 - o The Tour is August 24, 2024
 - o The day’s agenda and speakers/ educational programs are being finalized
- WCA Liaison
- WJHA Liaison – BJ Jones
 - o Thank you to C & B Farms for providing the 2024 Donation Heifer in memory of Bill “Uncle Bill” Graber
 - o Open Jackpot & Spring Preview show will be the first weekend of June
- World Beef Expo

New Business

Future Board Meetings In Person/ZOOM

- June 2024 via Zoom?

Adjourned at 9:17 by President Rob Ash

- Rick Starck moved to Adjourn; 2nd by Steve Merry
- Meeting adjourned