

**CANADIAN DEXTER CATTLE ASSOCIATION**  
**MINUTES OF DIRECTORS' MEETING FEBRUARY 9, 2012**

A meeting of the Canadian Dexter Cattle Association Board of Directors was held by teleconference on February 9, 2012

Present: Adrian Hykaway (President), Brenda Pollard (Vice-President), Jason Beaton, Cathy Heinzelman, Allyn Nelson Ron Black (Recording Secretary)

Absent: Angie Peladeau

President Adrian Hykaway called the meeting to order. There was no objection to the meeting being taped.

**MINUTES OF PREVIOUS MEETINGS:**

Moved by Cathy Heinzelman that the minutes of the Directors' meeting held November 16, 2011 be adopted as circulated. Seconded by Jason Beaton. Carried.

**BUSINESS ARISING FROM MINUTES:**

**ANNUAL MEETING:** Discussion occurred on where and when to hold the 2012 Annual General Meeting. Adrian Hykaway said that he had thought of partnering with the agricultural society in his area to use their facilities and perhaps have a display of Dexters. Jason Beaton then offered to organize the meeting in New Brunswick.

Moved by Cathy Heinzelman that the 2012 Annual Meeting be held in Moncton NB on the weekend of August 17-19, 2012, Seconded by Brenda Pollard. Carried.

**SURVEY:** Angie Peladeau had submitted two questions for the survey. Several other possible questions were discussed. All directors were asked to forward questions to Adrian Hykaway as soon as possible. Adrian will then compile the survey. There was discussion on having the survey done electronically, but it was decided to have it included with the next Newsletter.

**REPORTS:**

**a) FINANCIAL REPORT:** Ron Black presented the financial report. For the year 2011, the Association had revenue of \$13,739 and expenditures of \$14,786 for a deficit for the year of \$1,047. The Association had 103 paid members in 2011. There were 138 animals registered in 2011, exactly the same as in 2010, and 125 animals transferred compared to 179 in 2010. In January 2012, the association had revenues of \$1,711 and expenditures of \$495.

Moved by Cathy Heinzelman that the Financial Report be accepted as presented. Seconded by Brenda Pollard. Carried.

**b) 4-H:** Angie Peladeau had indicated that she had nothing new to report. .

**c) Promotional Items:** Cathy Heinzelman reported that she has made a few sales. She will be ordering black caps and pens with the CDCA logo.

**d) Membership:** Brenda Pollard reported four inquiries since the last meeting, as well as eight new owners of registered Dexters reported by Canadian Livestock Records Corporation.

**e) Cost of Showing/Displaying Dexters:** Adrian Hykaway had asked Allyn Nelson to report on the costs involved in showing and or displaying Dexters. Allyn indicated that for local one-day events, the cost is relatively low as it mainly involves transportation of the animals. For a major show like Farmfair, however, there are entry fees if there is an actual show, display space and penning if you are mounting a display, feed and bedding costs, and hotel and meal costs as well as transportation. The entry fees at Farmfair are \$65 per animal, and display space costs about \$500. On top of these costs, the time required is also a very major consideration. Allyn was asked to prepare an article contain this information for the Newsletter.

**f) Trademark of logo:** Jason Beaton reported that he had consulted a lawyer friend, who had told him that the paperwork to be completed is quite extensive, and the cost for the trademark is about \$250. The lawyer had indicated that since the logo has been used by the CDCA for quite a few years,

anyone else would have to prove that they used it prior to the CDCA doing so. Jason will distribute the required form, but there was consensus not to proceed at this time.

**BUSINESS ARISING FROM REPORTS:**

**a) Financial Review:** Ron Black had indicated to the Board that someone will be required to review the financial records. Jason Beaton said that he has a friend who is an accountant whom he would approach about the matter.

Allyn Nelson left the meeting due to a family emergency.

**NEW BUSINESS:**

**a) Newsletter Editor:** Graham Dalziel had submitted his resignation as Newsletter Editor after he completes the March issue. Jason Beaton had indicated an interest in assuming the post and Brenda Pollard said that she had also been thinking about it. In discussion, both were open to sharing the task. Moved by Cathy Heinzelman that Jason Beaton and Brenda Pollard be appointed co-editors of the Newsletter. Seconded by Adrian Hykaway. Carried.

Regarding the Newsletter, there was discussion about cutting the costs by distributing the Newsletter by e-mail and only mailing paper copies to those without readily available e-mail access, as some other breed associations are now doing.

**b) Webmaster:** As Kathy Stevenson had submitted her resignation as webmaster, a couple of possible candidates had been identified to be her replacement. Simone Benjamin, who is just getting in to Dexters, had submitted a resume that had been circulated. She would maintain the website at the same cost as Kathy has been doing. Directors agreed that her resume was appealing.

Moved by Cathy Heinzelman that Simone Benjamin be appointed as the CDCA webmaster at the same compensation as for the former webmaster. Seconded by Brenda Pollard. Carried.

**c) Newsletter & Website Advertising:** Directors discussed the fact that there is currently very little Advertising in either the Newsletter or the website. It was noted that there are several free avenues for advertising animals for sale, so sellers are not likely to pay for ads. There is also the time delay issue, especially with the Newsletter, and the challenge of removing website ads when animals are sold.

Ron Black spoke about another breed association that does have sale ads, but also has a place on its website for farm ads, including a photo, for which there is an annual fee. For a higher fee, those ads can include a hyperlink to the advertiser's own website. This idea met with enthusiasm as a valuable service with easy website maintenance.

Moved by Cathy Heinzelman that the CDCA offer a website farm ad with photo for \$30 annually and a deluxe ad with photo and hyperlink for \$50 annually. Seconded by Brenda Pollard. Carried.

There was consensus to leave the fees for sale ads as they are at \$25 per month.

The idea of accepting ads from commercial advertisers on the website was also brought forward.

Moved by Cathy Heinzelman that the CDCA offer commercial advertising on the website at a fee of \$120 annually for a ¼ page ad. Seconded by Brenda Pollard. Carried.

The advertising rates for the Newsletter were reviewed and it was agreed that that be maintained as they are at present.

**d) Representative to CLRC:** It had been agreed earlier in the meeting that Allyn Nelson be appointed as the CDCA representative to Canadian Livestock Records Corporation and attend the CLRC Annual Meeting in Calgary on March 31, 2012. Adrian Hykaway will be the alternate. Ron Black indicated that anyone may attend the meeting even though the CDCA only has one voting representative.

**NEXT MEETING:** The next meeting will be held on Thursday, May 10, 2012 at 7 p.m. Eastern Time.

**ADJOURNMENT:** The meeting was adjourned on a motion by Jason Beaton.