

North Central Highland Cattle Association Annual Meeting February 3, 2024 Minutes

Call to Order

Melinda Cowell called the meeting to order at 10:06 am

Proof of meeting notice

Notice was published in the Hoofbeat, on the website, on Facebook and distributed via email to members

Approval of 2023 Meeting Minutes

Moved by Tony Letourneau, seconded by Larry Sassen, motion carried

Officer Reports

President – Melinda Cowell

- The Association had many activities in 2023 that will be reported on by committees
- The board appointed a new treasurer midyear following the treasurer's resignation. Julianne Motis is the new treasurer.

Secretary – Randi Johnson

- In 2023, the Association had 172 member farms in 26 states
- Most were in Minnesota (41) and Wisconsin (47)
- The production sale brought in 16 new memberships
- Sponsored membership have dropped from the prior year. Members are encouraged to sponsor new members.
- Renewals are coming in at a faster rate than last year, but please renew now if you haven't already.
- The work of the Associations is done by committees. Members are encouraged to volunteer.

Treasurer – Julianne Motis

- Treasury is healthy, due primarily to the success of the past production sales.
- One-time expenses were authorized in 2023 including the annual meeting, AHCA Roll of Excellence sponsorship and 75th Anniversary sponsorship
- Motion to approve the treasurer's report by Maureen Matt, second by Mark Shultz

Committee Reports

ACHA Representative – Jan Larson

- The AHCA board has many activities, including updating the bylaws, working on changing terms for representatives to provide a rotation of new and expiring board members, updating the code of conduct for board members including social media, and considering a breed standard.
- The Beef Marketing committee is planning a May seminar,
- AHCA is doing well financially.
- The AHCA website is undergoing a total redesign.

- National Show was an excellent show and North Central members did very well.
- National Sale was a bit of a challenge with new processes implemented, but it should be better next year. Sixty lots consigned, and thanks to all the consignors, including several North Central members. Over half a million dollars in sales generated.

Regional Show – Melinda Cowell

- Financial report provided. Small loss, however the show is a big promotional event for the association and the breed.
- Great show with over 100 entries, 80+ shown.
- The 2024 show will be held in conjunction with a live sale on Friday

World Beef Expo – Jan Larson

- September 28, 2023
- This was a small show with 11 animals.
- Mid-Lakes, U Rock and Trinity took top honors.

Juniors – Lauren Cowell

- Improvement in membership in 2023
- At the NCHCA Show, 23 juniors participated.
- Junior of the Year was awarded at the show to Olivia Moore
- Elections were held for the Junior committee.
- Have utilized social media to promote activities, and emails sent to juniors.
- Looking for sponsorship for belt buckles needed for 2024.
- Looking for more adult volunteers for the junior committee

Hoofbeat – Julianne Motis

- Created a new Hoofbeat format this year.
- Tony Letourneau does the layout.
- Looking to switch over to digital.
 - Asking members to consider how they want to receive information.
 - Digital version can have more features, links.
 - Hoping to make a switch to a digital format in the next few years, but paper version will still be mailed to those who prefer that format.
 - Members are welcome to submit content for future issues.
- Looking for more volunteers for the Hoofbeat Committee

Production Sale – Josh Krenz

- This year sale was online
- Committee decided to go back to an in-person format for the live animal sale
 - The live animal sale will be held in conjunction with the Regional Show in September in Austin, MN. Sale will be Friday, show on Saturday
 - Animals must be halter broke
- Frozen sale on March 23rd
 - All online

- Semen and embryos only
- Consignments open until February 25th
- The committee will consider whether or not to continue with this schedule depending on how it both sales go.

Website – Randi Johnson

- Several new members joined the Website committee this year and brought in some fresh ideas.
- The Association maintains two websites, NCHCA.org and Highlandsale.org. Traffic continues to grow, driven by classified ads.
- Websites got a refresh this year with a new format. Also added a member map to find members in your area.
- Maureen Matt has started to manage social media. There has been a significant increase in activity, and members farms are being featured on Facebook.
- Members are encouraged to consider some underutilized features on the website including members profiles, the beef producer listing, and the semen directory.

Calendar – Maureen Matt

- There were record sales for the 2024 calendar.
- Submissions are open now through March 15th for the 2025 Calendar
 - Photos are selected by the membership.
 - Online ballot will be sent out in early April.
- The committee is consider adding breeding dates for use as a breeding calendar.

Farm Tech Days – Maureen Matt and Dennis Breneman

- There were eight breeds in the beef tent.
- Over 30,000 people came through.
- Cattle handling demonstration in beef tent
- Will be held in Chippewa County in 2024, August 13-15
- Thanks to the volunteers who helped. Could use more volunteers.

Minnesota State Fair – Mark Schulz

- North Central has been at the Fair since the early 80's
- Last 11 years, highlands have been featured in the Moo Booth
- 12 days at the end of August through Labor Day
- 1.8 million people attend the Fair.
- The booth is manned from 7 am until 7 or 8 pm
- NCHCA members volunteer to help at the booth and makes the display a draw
 - Volunteer for at least four hours and receive free tickets to the Fair

Old Business

New Business

Herdmanship Trophy

- The show is retiring the Bob Duell Memorial Herdmanship trophy for the Regional Show and is hoping to return the trophy to the Duell family
- A new trophy is being created in honor of Roger Weideman and David Larson, long time active NCHCA members.
- The trophy, when completed, will be sent to this year's winners, Flatland Farm, and will be presented to the 2024 winner at the show in September

Elections

- Directors (One position)
 - Maureen Matt was nominated for a second term as Director
 - Josh Krenz moved to close nominations, Todd Green seconded
 - Maureen Matt was elected unanimously

Other matters

Highland Cattle Foundation -- Mark Schulz

- The Highland Cattle Foundation is a separate organization from AHCA and qualifies for charitable donations.
- Funds research, scholarships, and preservation of genetics
- Donations of semen and embryos are sold in various sales to allow the foundation to raise funds, in addition to any donations received.

Adjourn

Maureen Matt moved to adjourn, Jamie Schulz seconded. Meeting adjourned at 11:25 a.m.

Respectfully Submitted,
Randi Johnson
NCHCA Secretary