

**North Central Highland Cattle Association
Annual Meeting February 8, 2025 Minutes**

Call to Order

Melinda Cowell called the meeting to order at 10:09 am

Proof of meeting notice

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

Approval of 2024 Meeting Minutes

Moved by Mark Schulz, seconded by Maureen Matt, motion carried

Officer Reports

President – Melinda Cowell

- This is Melinda's second year as president, so her term is ending.
- The board had a busy year reviewing policies and procedures

Secretary -- Randi Johnson

- 2024 membership grew 13% to 195 member farms from 172 in 2023
- Most farms are in Minnesota and Wisconsin. We experienced growth especially in Iowa and have members from all over the United States
- Recognition is due to farms that have sponsored new members.
- The bulk of the work of the association is done by our committees. Members are encouraged to volunteer.

Treasurer – Julianne Motis

- Treasury is healthy, due primarily to the success of the past production sales.
- The association did not make a profit last year.
- Reviewed last year's financial statement and 2025 budget.

Committee Reports

ACHA Representative – Jan Larson

- Membership is growing
- Finances are solid. Balance sheets and five-year plan are available
- Work has started on a new AHCA website
- New officers for 2025 are Diane Clark, President and Jennifer Lewis, Vice President
- Implemented new committee structure including a split of Breed Protection & Promotion into two standing committees. Volunteers for various subcommittees are welcome.
- NCHCA was approved to host an AHCA gathering in 2027. Volunteers are needed to help with planning
- The board adopted a Breed Standard
- Established a Genomics committee, studying NT821 as well as other genetic
- The board updated the by-laws.

- North Central members are very active on AHCA committees.

Regional Show – Melinda Cowell

- Financial report in treasurer report
- Added several members to the show committee
- Will be making some changes for next year

World Beef Expo – Jan Larson

- September multibreed show with 27 breeds represented
- This year the show was small, only 11 animals due to a conflict with the NCHCA show
- Lost status as AHCA Roll of Excellence sanctioned show
- The highland show was scheduled the first show so people could leave to get to the North Central Show

Juniors – Melinda Cowell

- Year of growth, learning and collaboration
- The junior show went well with 36 juniors attending
- Juniors held a raffle of a Yeti Cooler which raised \$3,350 in addition to \$1,380 raised by the silent auction.
- The committee has focused on mentorship.
- Casey Pape is the new Junior Chair

Hoofbeat – Julianne Motis

- Looking for new membership on this committee
- Four newsletters are created each year.
- The committee is planning to send out a survey to get some input on topics for future issues.
- Members are encouraged to switch to the electronic version of the newsletter. It saves money and provides more flexibility in content.
- Members are also encouraged to help provide content by reaching out to Julianne or Tony

Production Sale – Josh Krenz

- We had two sales this year.
- Frozen sale in March, 2024. We are doing the same again this March. Consignments are open now
- Live sale changed to be in person and in conjunction with the show. Most of the sales were online.
- We are considering holding a bull test sale in 2026. This would help provide more data on young bulls.

Digital Marketing – Randi Johnson

- The board changed the name of the committee from Website to Digital Marketing to better reflect the work of the committee.
- Traffic to the website continues to grow, driven by our classified ads

- Thanks to Maureen Matt for managing Facebook for the association
- Changes are coming to the website for member listings. A map with member information will replace the current listings by state, individual member pages, and the beef list. Members' street addresses will no longer be listed for privacy reasons. Look for this change in the next few weeks.

Calendar – Maureen Matt

- 150 calendars were sold this year
- Submissions of 118 photos were received from 33 farms
- Photos were selected by a vote by 35 member farms
- This year we encountered printing issues, as TJ Associates, our long-time printer, had closed.
- We learned that TJ Associates had been very generous in their pricing for printing and layout. As a result, we need to look at ways to trim costs, and the price of the calendar may need to increase.
- Tony LeTourneau stepped up and did the layout for us. We switched to the printer that has been printing the Hoofbeat and our show programs.
- We intend to retain the same quality.
- Submissions are open on the website now.
- The calendar has moved from a fund raiser to promotion of the association.

Membership committee – Maureen Matt

- This committee has been inactive for several years and we hope to reactivate it.
- Would like the committee to take on organizing events and educational activities.
- Members should consider volunteering.

Farm Tech Days –Dennis Breneman

- Chippewa county 30,000 people went through on Tuesday and Wednesday.
- In 2025, August 5-7 at Clinton Farms, a dairy farm, in Bear Creek Wisconsin
 - Field demos, live cattle demonstrations
 - Looking for more volunteers to help with animals and man the booth

Minnesota State Fair – Mark Schulz

- North Central has been at the Fair since the early 80's
- It is a 12 day event with 1.9 million people attending the fair
- Volunteers help cover the Moo Booth
- Highlands have been featured in the Moo Booth for the last 12 years, and get a lot of interest from attendees.
- Free admission for volunteers with a four-hour shift

Old Business

No old business

New Business

Elections

- **President**
Maureen Matt was nominated by Randi Johnson, seconded by Tony LeTourneau
Nominations were closed
Maureen Matt was elected by acclamation
- **Vice President**
Michelle LeTourneau was nominated by Randi Johnson, seconded by Maureen Matt
Nominations were closed
Michelle LeTourneau was elected by acclamation
- **Directors (Two two-year terms and one one-year term)**
The board directors decided to award the two year terms to the two candidates receiving the highest number of votes, and the one year term to the candidate receiving the third highest number of votes.
Five candidates were nominated
 Todd Green
 Jeremiah Mewes
 Ben Schmitke
 Bruce Schmitz.
 Jessie Webb
Nominations were closed. Written ballots were distributed and collected and online voting was conducted through zoom.
Jeremiah Mewes and Jessie Webb were elected to two-year terms
Todd Green was elected to the one year term.

Other matters

Highland Cattle Foundation -- Mark Schulz
Mark discussed the mission and work of the Highland Catt

Adjourn

Melinda Cowell moved to adjourn, Tony LeTourneau seconded. The business meeting adjourned at 11:06 a.m.

Respectfully Submitted,
Randi Johnson
NCHCA Secretary