

American Milking Devon Cattle Association
Board of Directors Meeting Minutes

Time/place: 8:15 PM July 10, 2007, by conference call

Present: In person: Bill Blaiklock, Sue Randall, Ray Clark, Richard Nicholl, John Hall

The meeting was called to order by Bill at 8:15 PM, a quorum being present. The minutes of the June meeting were approved with one addition. It was noted that the donation to the Kibbe fund adopted at the 2007 Annual Meeting was for \$500. The draft Annual Meeting minutes were reviewed and approved for publication to the membership.

Reports

President: (no report)

Treasurer: John reported a bank balance of \$11005.82. There has been no recent bill from NAB; John will call them to check. Given the size of the bank balance, John suggested that some of it be put into a CD. Accordingly, a motion to authorize John to purchase a \$5000, one year CD was seconded and passed unanimously. John will make the donation (\$500) to the Kibbe fund in the fall when the Fund committee gets together. (Note: See minutes of August 21 for correction; the correct amount is \$1000.)

Genetics: There are currently no plans for further semen collection; discussions concerning several potential bulls continue.

Registration: Sue reported 83 voting members, 7 associate members and 172 "active breeders". We were reminded that the latter category includes members whose dues have been delinquent for up to two years, after which they are dropped from the list on the web site. It was agreed that the cutoff date would be June 1 of each year to allow for those who pay up at the Annual Meeting.

Sue has cleaned up her backlog and will start on the breed census and the Breeders List update.

Sue noted the practice of one or two breeders of avoiding dues payments by requiring their buyers to register purchased cattle. This is contrary to our rules but is difficult to combat without losing registrations. In effect, the seller is asking the buyer to certify the identity of the sire and dam.

Ray suggested a split fee structure in which non-members would pay more. We will put this on the agenda for a future meeting.

Communications: (covered below)

Old Business

Embryo transfer/June newsletter: Drew has finished and issued for comment a draft of the background information without, however, any survey questions. Sue commented that a more concise format would more likely be read; Drew is evidently working on a revision. Bill will contact Drew for the status. Sue also noted the possible connection between our ET policy and mission statement; after reading the latter there was a general feeling that it needed revision.

Bill recommended that we not include the Annual Meeting minutes in this mailing since they were already posted on the web site and summarized in the Moratorium announcement which went out to the members last month. Sue thought that sending the minutes out again might reinforce our point that the moratorium arose from the membership and was not a Board initiative. We will also need another mailing for the Breeders list unless it can all go out at once. Bill took the action to resolve the matter.

Breed census: (see report above)

USDA "letter descriptor" for DHIA testing: (no report)

2007/8 regional meeting: Drew has talked to ALBC who are amenable to our having a gathering at the ALBC annual meeting in North Carolina in November. The Board concurred. It would be similar to the Williamsburg gathering last year.

New Business

Website want ad: Lawrence has received a request by a non-member to place a want ad for MD cattle on the website. It was noted that this would be a "service to members" in the sense of giving them another selling opportunity. Sue had proposed that we simply suggest that the person requesting the ad contact Ray. In response Ray made the point that he doesn't have a complete list of animals for sale, so his advice wouldn't supplant the web site. However, Ray is willing to be listed on the site as resource for general advice on animal care etc.

Bill will advise Lawrence to accept the want ad (and other similar ones in the future), and to list Ray in an appropriate place as a resource.

Business card in SMJ: Bill noted that Lawrence had donated a small MD ad in Small Farmer's Journal, which has run for the past year. Lawrence requested that we adopt and pay for this ad if we want it to continue. The consensus was that this form of advertising is relatively ineffective in the web site age. We will let it go for now.

Bill noted that John Hansel has been critical of the wording of our ad in the ALBC newsletter. Specifically, he objected to the phrase "The Quintessential Triple Purpose Breed", preferring the phrase "America's First" (breed). There was no support for this change; it was noted that the claim to be the first breed to arrive in America was questionable at best. It was also noted that Lawrence's wording in SFJ: "milk * meat * traction" was a clear and concise rendering of our intent.

Bill also noted that the various marketing formats and venues were one of many subjects which could be covered by a strategic planning exercise sometime in the future. Some informal activity of this type already takes place at the regional gatherings.

Change of command: Ray suggested that in Drew's forthcoming absence we should consider appointing Bruce Balch as a Director. The matter will be placed on an agenda in early fall.

The meeting adjourned at 9:15 PM. The next meeting is scheduled for Tuesday August 7.

WCB