



Regular Board Meeting Minutes

March 18, 2024

Virtual via Zoom

Call to Order President Cole Chapman called the March 18, 2024 board meeting of the Wisconsin Angus Association to order at approximately 6:35 PM.

Attendees

Cole Chapman, President
Jeremy Krusemark, VP
Jeffrey Sprengler

Emily Madson
Steve Schank
Cassandra Henning

Jake Miller
Amber Miller
Jed Hallstrand

Absentee Elected Board Member

Jack Cummings

Gary Knutson

Jacob Krusemark

Secretary Report Meeting minutes from February 24, 2024 before and after the annual meeting were presented and reviewed by the board. Amber Miller moved to approve both sets of February 24th minutes. Jed Hallstrand seconded the motion. Motion carried.

Treasurer Report Cassandra Henning reported no new financials to share.

Old Business

- Annual Meeting Recap: Cassandra Henning reported we had about 38 attendees and the speaker from CAB was able to attend virtually without issues. The next annual meeting is already in the works for 2025 to be in Tomah at Taphouse Twenty again. It was requested that a Google Forms be sent out to the board to get an idea of a date that would work best in February/early March.
- State Show: Per Amber Miller, everything is set for the June 1-2, 2024 show in Jefferson.
- Farm Tech Days: Jed Hallstrand to man the WI Angus booth for the August 13-15th event in Cadott, WI. The booth is booked and reserved. New Angus marketing materials will be ordered from AAA.
- Mary Jean & Frank Hlavac Fund: Clara Henderson had re-submitted the previous application that had been submitted on behalf of the Juniors; total amount \$1,616.36. The entire committee was unable to get a chance to review the application prior to the board meeting. Amber Miller made a motion to send the decision to approve the application back to the committee. Jeremy Krusemark seconded the motion. Motion carried.
- State Sale: Cole Chapman reported that the sale is set for March 25th on SCO, there are 7 consignments. Cassandra is currently running a Facebook ad campaign with 5 ad sets with a current reach of roughly 20,000. An email campaign will also be sent this week to promote the sale to our list of 800 producers in Wisconsin.

New Business

- NJAS Welcome Committee: Cassandra Henning to head the efforts regarding the NJAS Welcome Committee on behalf of the WAA board to ensure exhibitor welcome bags are curated and the welcome tent is manned during NJAS 2024 set-up days. 2 donors have been contacted so far. A virtual volunteer time sheet will be sent shortly that can then be forwarded to any interested parties.
- Banking: Cole Chapman reported that we are looking to switch to an online only bank. The option identified was Live Oak Bank due to high CD rates. A motion was called to make Cole Chapman the new authorized user for the current WI Angus Association bank (Associated Bank), and the second signor to all checks. Jed Hallstrand moved and Steve Schank seconded this motion. Motion carried.
- Field Day: Discussed earlier in the meeting. Hallstrands would potentially be able to host something in July/August of 2024. The 2024 committee reached out to several producers who advised they would be unable to host a 2024 field day; Pedretti, Henning, Quam, Mindemann, Retallick, and Gaffney. There was discussion about potentially having no Field Day in 2024, and instead plan for a Field Day/Regional event in 2025. Ultimately, this would be up to the committee to decide.

Other Business: Cassandra Henning approached the board with a request for \$500 in compensation for work done to put on the 2024 fall sale. This work included entry form and rules creation, entry processing/video/photo upload, and all sale marketing. Amber Miller motioned to approve the request for a \$500 payment. Steve Schank seconded the motion. Motion carried.

Adjournment Jed Hallstrand moved, and Jeffrey Sprengler seconded a motion to adjourn the meeting at approximately 8:16 PM. Motion carried.