

MDGA Board

April 27th, 2024 Meeting Minutes

The MDGA Board of Directors was called to order by President Shellie Gilbertson on Saturday, April 27. The meeting was held virtually via Zoom.

Roll Call: Shellie Gilbertson, Lexy Heldt, Kelly Hovel, Laura Kieser, Wendy Lawliss, Rustianna Mechura, Cathy Prodoehl, Cynthia Rico, Maggie Stensass, and Kirsten Zoellner. Also in attendance was Rodney Coe.

Secretary Report: Motion by Rico to approve the report. Motion seconded by Hovel. It was approved unanimously.

The last board meeting was on February 24 via Zoom. Agenda topics at the meeting included the ADGA National Convention donation and the ADGA National Show basket donation, Outstanding Youth selection, as well as FFA Dairy Market sponsorship, 4-H Dairy Market sponsorship, and Minnesota Livestock Breeder's matching funds for 4-H dairy goat classes. Also discussed were Futurity and Production Award updates.

The MDGA will provide a \$1,000 donation towards the hosting of the national convention in 2024. WDGA provided the same amount to MDGA when it was hosted in Minnesota. Gilbertson is heading up a Minnesota basket for the raffle at the national show.

William Carlson was selected as the 2024 Outstanding Youth and Noah Coudron was selected as runner-up. Congratulations to our youth scholarship recipients!

During committee discussion, the board heard updates on the state show and youth show, updates to the website and MDGA promotion through social media, and the annual educational conference. Youth Advisor Heldt is looking into an additional youth opportunity. The revised 2019 bylaws have been published. Suggested changes and a grammatical clean-up of the bylaws are proposed and will be voted on at the general membership meeting in May. The process of collecting and digitizing MDGA historical records is ongoing.

Minnesota Livestock Breeder's Association/4-H State Fair award donation:

Coe was bumped up in the agenda in order to expedite the discussion. He was present to discuss a donation for matching funds for the 4-H state fair show, initiated by the MLBA and Ames Construction. The MLBA is looking for sponsorships of at least \$1,000. This amount will be matched by Ames Construction and the MN Purple Ribbon Auction Committee. Organizers are proposing offering cash donations for the champion of each breed in the junior and senior dairy goat show, as well as best in show and reserve champion in the junior and senior shows.

The board questioned how the matching funds would be divided. Coe clarified that the champion in each senior and junior breed show would receive \$100, while the champion best in show and reserve champion of the senior and junior shows would get \$150 and \$100 respectively. Four banners would also be presented to them. All donations will go to the winning 4-H exhibitors. Any additional funds will stay for future winners. A donation this year does not lock the MDGA into future donations.

Treasure Report: Motion by Zoellner to approve the report. Motion seconded by Heldtl. It was approved unanimously.

Committee Reports

- Show Committee:

- State Show/Youth Show: Gilbertson and Heldt provided an update on preparations for the shows. Show organizers have opted not to partner with 4-H for the shows citing the liability and additional required restrictions Gilbertson noted the goal for an educational experience during the youth show, but ultimately the partnership was a “dead end trail.”

Food for exhibitors for Saturday is still being determined after some difficulty. Mechura is heading up the food portion of the show and is currently looking at offering pre-ordered boxed lunches for a \$10 fee. 39 herds attended in 2023, not including the youth. The option will be added to the Showman app online entry with a deadline to order by. Pizza will be ordered for the membership meeting and a breakfast will be considered for Sunday morning.

Gilbertson is also looking for someone to do the veterinary health check and sought suggestions from the board. Going forward some budget goals will need to be laid out for items such as food and veterinary.

- Public Relations & Marketing Committee:

- Lawliss would like to begin some marketing for the updated production awards. She will work with Zoellner to mock up some postings for social media.

- Education Committee:

- State Fair booth: Stensass plans to utilize the goat model owned by the MDGA at the state fair with the idea to create an additional activity for fairgoers around it. Gilbertson noted the model came with additional information and will work on locating it. Stensass also plans to schedule one 30-minute speaker daily at the information booth so it can be listed on the state fair schedule. Topics considered include nutrition, soap making, 4-H and/or FFA leasing, goat show basics, and

goat breeds. A scavenger hunt and worksheets will likely also be provided this year and Stensass is looking into prizes that can be given out to those that complete the scavenger hunt. Last year, a video from the ADGA was presented and this year, they hope to add some slides about dairy goats in Minnesota.

- Gilbertson noted the date is set for the annual educational conference to be held on November 16. The MDGA will get full use of the facility and organizers are looking for ideas for different activities and hands-on events.
- Youth Committee: No further update
- Organizational/Finance/Operational Committee:
 - Gilbertson posted the proposed updates to the bylaws in the GGG and had received no feedback to date.
 - Gilbertson also briefly discussed a working to set a budget for next year.
- Futurity Committee: No update
- Development Committee: No update
- Historian:
 - Digitizing documents: Zoellner attempted to contact the current holder of MDGA historical documents previously, but was unsuccessful. Gilbertson also had no success with it. Heldt indicated the current historical document holders are okay with the board picking up items. Zoellner indicated she can pick the items up, but will need board direction on sorting and preparing for digitizing. The scanning companies she talked to preliminarily indicated it would be cost-prohibitive to have it unsorted.

Old Business

- MLBA/4-H State Fair award donation: Noting a probable wait on sponsorships to see what MDGA would do, Zoellner suggested the board donated something in the range of at least comparable to what's given for other youth sponsorships. Gilbertson suggested she'd heard that the MDGA should support the full \$1,000 amount, while Kieser suggested it ridiculous that people think the MDGA should cover the full amount. Rico suggested the board take a leap of faith on the sponsorship and that it could improve relations with 4-H and pay dividends on increased memberships in the future and sponsorship marketing with MDGA noted on banners. She further noted that as a non-renewing commitment, it can be reevaluated by the board in the future.

Stensass highlighted that point that youth will have more incentive to put back into the project which can only benefit breeders and it makes sense to support dairy kids. Rico questioned if there was any information about what peer livestock associations were contributing to their MLBA requests. Lawliss suggested the sponsorship helps show the importance in showing how the industry values its youth.

Motion by Heldt to approve a sponsorship in the amount of \$750. Motion seconded by Heldt. It was approved unanimously.

- 2025/2026 Best of the Midwest Show: There are places reserved in Fillmore County in 2025 and Howard Lake in 2026 for the first weekend in June. This would prevent overlap of other shows in the region. Kieser noted with the close proximity of the national show in Nebraska in 2025, the previous board discussed hiring some national quality judges. The state show would be the last show before nationals and organizers could expect a large midwest contingent. The board would like to hear from the membership regarding plans.
- General membership meeting agenda: Gilberton will start putting together the agenda for the annual membership meeting at the state show. She'd like to discuss the Production Awards. A vote on the proposed bylaw updates is required.

Motion to adjourn the meeting by Hovel. Motion seconded by Heldt. It was approved unanimously. The next meeting is scheduled for May 25 at the state show following the conclusion of the senior shows.