

CANADIAN LIMOUSIN ASSOCIATION
MINUTES OF THE 54th ANNUAL GENERAL MEETING
Friday, August 4, 2023 7:00pm
Spencerville Fair Grounds, Spencerville, ON
In person and Online with DLMS

CALL TO ORDER

Wayne Burgess called the meeting to order at 7:10pm
Wayne Burgess introduced the board of directors and past board members
Thank you to this evenings sponsors Pinch Hill Limousin, Windy Gables Limousin and MNP.

MEMBERS IN ATTENDANCE

50 voting CLA members in attendance
10 participants viewing online

GUESTS IN ATTENDANCE

CLA past Presidents: Erin Kishkan, Mike Geddes, Jason Brock
Past CLA General Managers: Anne Burgess
CLA Board of Directors: Wayne Burgess, Cody Miller,
Carey Hirschfeld, Ashton Hewson, Travis Hunter, Tyler Stewart, Chad
Homer, Michael Machan
CLA Staff: Laura Ecklund

APPROVAL OF AGENDA

Moved by Matt Heleniak to approve the agenda as listed in the 2022 Annual Report.
Seconded by John Post.
CARRIED

APPOINTMENT OF PARLIAMENTARIAN

Moved by Wayne Burgess to appoint Jason Brock as parliamentarian.
Jason accepts.
Seconded by Chad Homer.
CARRIED

APPROVAL OF THE 53RD ANNUAL GENERAL MEETING MINUTES

*Moved by Wayne Lawrence to approve the 53rd Annual General Meeting minutes as presented in
the Annual Report.*
Seconded by Don Scott.
CARRIED

BUSINESS ARISING FROM THE MINUTES

No business arising from the minutes.

PRESIDENT'S REPORT – Wayne Burgess

President Wayne Burgess summarized the President's report as printed in the Annual Report.

- It has been a highlight of my life to lead the association for the past two years
- Thanks to you as breeders for promoting Limousin provincially and nationally
- Thanks to everyone who participated in the Limousin Legacy Project, watch for details to come on a new project in partnership with Neogen

***Moved by Wayne Burgess to adopt the President's report as presented.
Seconded by Michelle Kennedy
CARRIED***

CANADIAN JUNIOR LIMOUSIN ASSOCIATION REPORT – presented by Kira Axley

Kira Axley summarized the CJLA report as printed in the Annual Report.

- The juniors were all happy to have an in-person show again in 2022 at Summer Synergy with 31 head and 30 juniors
- Thank you to outgoing directors Madi Lewis and Joe Scott
- Thank you to outgoing President and retiring CJLA member Cheyenne Porter
- Triple R Limousin donated a heifer in their fall sale to the CJLA, thank you for their generosity in helping our juniors
- Discussions have continued about a herd building incentive program
- The CJLA Board attend the Stars Leadership Conference in conjunction with the Junior Shorthorn Association for the first time

Laura Ecklund thanked outgoing President and retiring CJLA member, Kira Axley for her time on the board .

***Moved by Kira Axley to adopt the CJLA Report as presented.
Seconded by Ashley McConnell
CARRIED***

GENERAL MANAGER'S REPORT – Laura Ecklund

- Laura gave a presentation highlighting the year registry, membership numbers and new initiatives
- Introduced staff and contractors
- 321 members, 174 juniors 6,776 WHE
- Average amount spent at the CLA by members in 2022 \$929.87
- Registrations 2022 3,676 and transfers 1,206
- CCIA tag sales in 2022 8,325
- Reminder about transferring animals within Bylaws
- Reviewed random DNA being done on every 200th animal registered.
- Members can now request DNA themselves in Digital Beef
- Announcement of Limousin Forward Project

***Moved by Ashton Hewson to adopt the General Manager's report as presented.
Seconded by Anne Burgess.
CARRIED.***

FINANCIAL REVIEW ENGAGEMENT REPORT – Travis Hunter

- Travis read the financials as presented in the annual report
- The association saw a loss of \$74,711 this number includes an unrealized loss of \$49,698 on investments
- Question from the floor regarding Computer line item under expenses – clarified this is for Digital Beef
- Limousin Voice profit for the year of \$14, 433

***Moved by Travis Hunter to adopt the reviewed Financial Statements as presented.
Seconded by Brent Black.
CARRIED***

APPOINTMENT OF AUDITORS

*Moved by Travis Hunter, to appoint MNP as auditors of the review engagement for the year ending December 31, 2023.
Seconded by Anne Burgess.
CARRIED*

COMMITTEES OF THE BOARD REPORTS – CLA Board of Directors

Governance Committee- Michael Machan

- Working with Governance Committee Members to create Terms of Reference Documents for all ad-hoc committees of the board to add structure
- Thanked Committee
- Governance is ongoing operation

*Moved by Michael Machan to adopt the committee report as presented.
Seconded by Nancy Lawrence.
CARRIED*

Breed Improvement Committee- Ashton Hewson

- Thanked everyone for being in attendance
- Elite Herd acknowledged the their were errors in the list released and that errors were being reviewed. A new list will be sent out.
- Member Handbook work to create a document for all members
- Align with IGS/BIF guidelines on Disposal Codes used in the registry
- Limousin Forward Project Announcement
 - 100K test for \$35 in partnership with Neogen
 - Incorporate rebates in the future
 - Striving for genomics and maternal strengths
 - MTI index + maternal index development work is being done

*Moved by Ashton Hewson to adopt the committee report as presented.
Seconded by Sam Schapelhouman.
CARRIED*

Registry Committee- Chad Homer

- More resources and tutorial videos are being developed to help with Digital Beef
- Digital Beef can do more than just registry
- Member wants to enter TSU barcodes directly on the DNA submission form
- Reviewed how to request DNA
- Focus on resource development
- Digital Beef is not perfect but it has improved and is a good tool for registry and herd management
- Encouraged members to reach out to the committee with areas they would like to see improved

*Moved by Chad Homer to adopt the committee report as presented.
Seconded by Erin Kishkan.
CARRIED*

Promotions Committee- Carey Hirschfeld

- Always looking for new ideas for swag and promotional products
- Want to make sure we are seen as the Limousin breed
- Encouraged members to use material created
- Working on an auction specific poster

*Moved by Carey Hirschfeld to adopt the committee report as presented.
Seconded by Matt Heleniak.
CARRIED*

Commercial Committee- Travis Hunter

- Slow year for the commercial committee
- Digital ads running in auction marts at Heartland in Virden Manitoba and VJV in Ponoka
- Currently Ontario and Eastern Canada auctions don't offer this tv advertising
- Going ahead with DLMS ads again in 2024
- Looking at planning commercial event for the summer of 2024

*Moved by Travis Hunter to adopt the committee report as presented.
Seconded by Murray Shaw.
CARRIED*

National Show and Sale Committee- Ashton Hewson

- National Show will be held at the Canadian western Agribition Thursday November 23rd

*Moved by Ashton Hewson to adopt the committee report as presented.
Seconded by Matt Zwambag.
CARRIED*

New Business – Chad Homer

- Discussion of current financial situation and the idea to increase Whole Herd Enrollment to \$30/head per year (current price is \$25)
- Have not had a fee increase for the association in over 10 years
- Trying to be financially responsible as a board of directors by conserving funds as required.
 - Zoom meetings for the board and AGM
 - Applying for Agri-Marketing funding to offset travel
 - Reduce staff in office and moved office to a more affordable location
- Neogen increased DNA cost in 2023, however the association did not pass this increase on to members by raising fees
- Every penny counts in or non-profit association and dollars do not go as far as they used as we all know
- Looking for ideas and input from membership, how do we adapt and change?

Carolyn Van Der Heiden- How do we compare to other breeds on price?

Chad - We are on the lower end of all the breeds for membership costs and registry service

THANK YOU TO OUTGOING PRESIDENT – WAYNE BURGESS

Thank you to outgoing President Wayne Burgess for your longstanding commitment to the Limousin breed and for leading the association with passion and a vision for the future. You were a President that took action and also supported members by attending events across the country. When we think of the Limousin breed your name is often thought of, you are an ambassador for our breed and we thank you for your service as President.

Wayne will continue on the board for 2 more years for the remainder of his term.

THANK YOU TO OUTGOING BOARD MEMBER- CODY MILLER

Thank you to outgoing board member Cody Miller who served on the board for two consecutive terms for a total of 6 years. Cody kept a close eye on the financials while serving in the role of board Treasurer and was a key member of the Breed Improvement and Promotions Committees. Your strong commitment to breed improvement and understanding of EPDs were assets to the Limousin breed and board. Thank you for bringing a strong work ethic and breed passion to your position on the board.

2024 ANNUAL GENERAL MEETING

Thursday, June 4th at 6pm MST on Zoom

ADJOURNMENT

Wayne Burgess motions to adjourn the AGM at 8:37pm.