

Meeting Notes

Conference Call

August 3, 2014 5:00pm PST

Attendees:

Board of directors: Danell Adams, Chris Austin, Pam Castaneda, Bonnie Gallegos, Edie Gandy, Jackie Green

Call to order: 5:05pst

July meeting minutes: approval of minutes. Chris Austin motion to accept, Edie Gandy second.

Finance Report: \$47,000 approximate balance. We are going into the part of the year where we will expect to see negative cash flow until memberships renew again. Be careful to watch expenses.

National show update:

Alcohol use and Insurance –Need to specify type of alcohol use for show insurance quote. We will make it clear we don't sell alcohol, but stated that the facility does serve it. Expect quote shortly.

Internet liability insurance –waiting to see what insurance company says about this since we are taking over PHW.

We are working on finalizing Peruvian Horse World transfer, and need to be clear about how insurance coverage works regarding the employee who monitors PHW.

Should PHW be made a corporation? Plan was to have a single member LLC set up. We want to make sure we review the options so that it is set up appropriately from a tax and liability standpoint. Will wrap it up soon.

The show premium is coming out this week. Once the premium comes out, attendance and sponsorships will increase. Need to push the sponsorships and the program. Suggest to time an e-blast for early next week to keep everybody up to date on ads and sponsorships. We hope the e-blast will encourage more sponsorships and ads for the program. Everyone needs to keep re-circulating requests for ads and sponsorships frequently.

For the ACTHA event –need to review which non-profit we want to send our profit percentage to – a suggestion was made for the therapeutic riding club that has sometimes been at Central States shows. Jackie will check on it. Good advertising will be important.

Show Zones:

The conference call with central clubs to discuss scheduling and cooperation seemed to work well – and Central States is going to double up with Deep South at Jackson. But – this is still within one week of the Oklahoma show. Can't do anything about timing this year as dates and venues were already committed.

If we go forward with changes regarding show zones and scheduling, would have to implement in 2016 – and tell clubs about it now.

Should we add a clause that if the 2 shows within 600 miles agree it's OK and want to proceed – it's OK? Yes, we agreed this is a good idea.

We need to get a rule change form and initiate this change with the rules committee.....Bonnie will handle it in approximate 2 weeks.

Publication:

Newsletter has been mailed. Receiving some good feedback. It's a good start. Perhaps target another one around Christmas time – after nationals.

Perhaps get the marketing committee behind it to carry it on. It's easy to put together since format is done, etc.

Should we add some articles going forward? Yes, with permission going forward – perhaps an education column, judge's column, etc.

Arlynda is getting some extra copies for use with new members, etc.

Could we add a column about historical people in our breed? Good idea. In So Cal, they have been using the premiums to inform about history/ historical people.

APHS:

Paso Fino people called Edie for discussion re: another organization – the American Paso Horse Society. They will buy the Paso Fino horse association, and they plan to include any "paso" origin – including Peru. It's in its infancy, but we need to keep an eye on the organization and how it might affect the breed.

Their marketing people are finding riders want the "Largo" horses, the old-style trail horses instead of just the "fino" horses. Their shows will include "Americanized" classes...

We will consider if there are ways to collaborate. Perhaps joint shows or joint advertising. Perhaps we need to look at how to appeal more to the American market – especially at our shows. Perhaps we can also offer some of their classes at our shows. Edie will talk to them and see if there are ways we can collaborate.

Ballot nominations:

Two position on the Board of Directors, will end on December 31, 2014, Edie Gandy and Carolyn Mittrick. One of the positions is appointed and the other will be up for election. The board will further discuss the appointed position during the September meeting. Nomination forms have been sent out to our members with ballots to follow.

PHW/Arlynda:

We were looking into ways to adjust work-load, expenses and administrative duties as we transition into PHW and improve our contact with members.

Laura Mesia has been doing a good job moderating the PHW posts, managing the site, etc. When we start getting the advertisements coming through, we need to look at how to re -balance the workload.

Laura will stay on and handle postings, creative, etc. and Arlynda can help with member contact, administrative functions, etc. in order to allow each to have maximum impact.

National Conference, RAC results:

Jim Alexander asked about the possibility of holding the national conference in conjunction with the national show in the future. However, it requires 1-1/2 days to conduct business. It may be difficult to find enough time to work on things with everyone busy with the show.

Could we have both things? Clinic, meeting, RAC update at nationals as well as separately in annual meeting. Is there a way we could get people to ask questions at the show?

Need to check on the time of year/date as well. A request was made to consider March instead. This could be OK, but we have to watch out for not interfering with our shows.

We need to confirm the location: Board discussion regarding RAC "vote". We appreciate that the RAC took this on and asked for opinions. It is good to be able to hear from the members. However, in future, we will be careful to make requests in a more formal and organized fashion, rather than the less formal "what do we want"? question put out to the RAC.

Motion to hold the 2015 National Conference in Southern California, by Chris Austin. 2nd by Bonnie Gallegos. Motion passed.

The club presidents in California have already volunteered to assist with planning and organizing the national conference.

Executive session: 6:15 – 6:35

New Items:

Can we have a “cash bar” set-up near the tables for nationals? Jackie will ask.

Chris mentioned that it would be good to get information and education for different levels of riders at our shows, and make classes for more people to try and ride. There has been an on-going conversation on-line – perhaps we could put this on next agenda for discussion how we can encourage different levels and get more new people showing without being discouraged.

Some breeds have gone only to “Amateur owner” to ride as opposed to “Amateur” only.

Should we look at re-writing the amateur declaration?

We should evaluate “novice” rules and look at it on a national level for consistency,

Motion to adjourn at 6:49 by Edie Gandy. 2nd by Chris Austin