

NAPHA Minutes

Conference Call

Staff and Board meeting

May 6, 2014 5:00pm PST

Attendees:

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

Staff: Arlynda Castro

Call to order: 5:05pm PST

Staff Meeting:

- 1) Arlynda is working with CLRC to gather past records for part-blood horses. There are approximately 1100-1200, and approximately 800-900 have been finished/ready to get into CLRC.

We need to know how much CLRC will charge to get the horses entered into the database. Arlynda will check.

- 2) Still working on membership renewals. Memberships from recent "letter" are still coming in.

Arlynda circulated information regarding recent member renewals and previous members who are not yet renewed.

We may want to call/contact some of these past members to see why they aren't renewing.

On-line renewal now active.

- 3) It's time to start on National Show sponsorships. Arlynda asked if it is OK to first contact those who sponsored classes last year and offer them the same sponsorships this year.

Need to check with Manny Brito first before soliciting sponsorships to coordinate with show program and premium.

Regular Meeting:

April meeting minutes:

Motion to accept: Carolyn Mittrick. 2nd Chris Austin. Minutes approved.

Finance Report:

Waiting for bank reconciliation.

2014 National Show:

Carolyn reports we are working to solidify the show plans.

Regarding the potential of holding an ACTHA AOC (Arena Obstacle Challenge), Carolyn suggested we follow Pam's recommendation to hold the AOC as a separate event and allow any Peruvian riders to participate as their time allowed as it would still fill stalls and bring in outside people.

We discussed the possibility of having the AOC/trail as not part of the show but still count towards a national versatility award.

A question was asked about how many ACTHA members are near to the Tunica venue. Danell felt there were not many in the area. Jackie tried to sign onto ACTHA site to see how many might be in AL/TN, etc. but this is not possible to find anyone this way. We sent a question to ACTHA and are awaiting a response.

If there are no ACTHA riders in the area, Jackie pointed out that with "only" an AOC event (no trail ride) it may be difficult to convince riders to come from greater distances for the competition. She tried to contact some larger stables/trail facilities in the area regarding a trail ride, but we have not received responses.

There are still many open questions. We need to know what we will do regarding this event in order to complete the premium. The decision can be stretched to the next meeting, but no further.

Regarding show program, where will ads be sent? And, will Mary be the coordinator for the program? For printing the program, Carolyn made a motion that we use the same printer as last year. Jackie 2nd the motion.

Publications:

The marketing committee is working on articles for a newspaper-type publication. They are targeting the 1st week of June for final articles.

Regarding the Horse Illustrated article, it was suggested that we should take out an ad in the issue that contains our story. Cost of ad is \$450.

We can send a photo and ad tag line (being worked on by marketing committee).

Edie motioned that we proceed with this ad, and Pam 2nd.

Genetic Study:

We received a letter from a researcher doing genetic research on a number of breeds. We have been asked to participate in her study. We need to review the research goals and requests and make a recommendation as to whether or not to participate.

Judges Unplugged:

Chris Austin and Mimi Busk-Downey were the judges for our first “Judges Unplugged” session and Nick Breaux was the facilitator. Questions were received in advance and all three did an excellent job of presenting and answering the questions.

Many highly positive comments were received afterwards. Questions about when we could repeat this outstanding event were considered. We need to use new facilitator and judges. The JAC considered perhaps repeating an event like this on a quarterly basis.

Preakness Peruvian opportunity:

So far, it seems to participate would require \$15,000 and there are not ranches available at the moment to coordinate with. This may need to be something for consideration next year with more time to plan and communicate.

Executive Session:

Started at 6:08pm, finished at 6:45pm

Strategic Planning:

We started the process of creating a strategic plan by discussing the following:

Where we are – strengths and weaknesses

Where do we want to go?

How do we get there? (This will be discussed next meeting).

Separate notes regarding the specific areas in discussion will be available at a later point in the strategic planning study process.

Membership Tiers:

We have been specifically asked to re-consider our membership structure and fees. This is a task that has already been started by the membership committee, who is considering ways to create more “tiers” so that more types of riders can find a better “fit” with membership pricing/offerings.

Amateur Status Request:

Emily Knight has completed all the necessary letters and procedures to re-apply for Amateur status. Chris made a motion to accept and Jackie 2nd.

Show “Zones” discussion:

We have been requested to re-consider the rules regarding holding shows in same “zones.” It appears that the current rule (no shows in same zone on same weekend) is not sufficient to prevent conflicts between clubs that result in a loss of attendance for all involved.

We discussed various distances within which we need to be concerned. The board arrived at a possible conclusion of no shows within 600 miles of each other within 2 weeks of each other. (Not based upon zones).

Next step is to send this idea to the RAC for study and recommendations.

Motion to adjourn:

Edie Gandy made a motion to adjourn, Chris Austin seconded. Meeting adjourned at 8:00pm PST.