

Meeting Notes

Conference Call

September 3, 2014 5:00pm PST

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

Call to order: 5:05pm

August meeting minutes: Edie Gandy made a motion to approve August minutes, Chris Austin seconded the motion.

Finance Report: Pending

National show update: Plans for the show are coming along really well, the DJ is back on. Manny Brito is paying for DJ and Joyce and Truman Russell are donating the room.

Julia Meek requested full page color ad in program

Sponsorships slowly coming in – keeping working on it!

Thursday meet n greet – menu discussion. In addition to the food that people are bringing, we will have a caterer provide additional food for \$250 such as cheese platters, fruit trays, etc. for 100 people. Danell Adams made a motion to accept and Bonnie seconded. Board approved the expenditure.

There was a show committee conference call last Wednesday – things are coming together and moving smoothly.

We approved proceeding with a “nationals cap” 96 to be ordered to give to exhibitors or sell extras.

We will auction off a nice painting of a Peruvian saddle at the BBQ.

ACTHA charity donation – we need to get the Palmer Home (orphanage) entered into ACTHA charity database so we can donate to this local organization.

We need to get some local papers/press article to try and get coverage, people to come to the show. Work with marketing committee to develop some good press.

Newsletter/holidays: In the next newsletter, we will talk about some of the recent shows, include membership form, and make it a “holiday issue.” We will also solicit other suggestions from the marketing committee. Our goal is to get another newsletter out this year, and then try to get 4 of them in 2015. We need to think of ideas for articles. We have the AOC and show, include a JOR, try getting some ideas from local clubs and mention conference to start advertising it.

National conference: To be located in the San Diego area. We are checking on hotels, and looking into a ranch location for a clinic. We need adequate space for a small clinic, maybe a wine tasting. A location

close to San Diego would be convenient. Bonnie Gallegos and Danell will check out the options for hotel and clinic. Also need to consider the scheduling. We were requested to allow more meeting time than last time, so perhaps we can give a little more time on the meeting day and move the awards to Saturday night dinner after the clinic.

Schedule – Danell made a motion for the conference to be held the weekend of March 27-29, 2015. Carolyn Mittrick seconded the motion. All approved. For reference, the Peruvian national show is April 11-19, so this should not be too close as to interfere.

We discussed the possibility of having USEF come and make a presentation at our conference to discuss their organization, rules, drug testing. They can do a professional 20 minute presentation might help people to understand. Edie Gandy will check into whether there is someone who could attend.

Ballot nominations/Elections: So far, have received one envelope. We will use the same law firm to handle the voting.

For the appointed position – we suggested to appoint Carolyn Mittrick to the position that Edie is vacating. Carolyn agreed to remain.

Exec session: 5:45pm – 6:00pm

PHW: We are working on transitioning the work for the Peruvian Horse World web site so that Arlynda can help support Laura Messia with administrative activities and we can grow the site. We need to discuss the strategic direction of the site and the goals.

Novice Division Rules: We might want to consider changing the novice rules so that we can encourage more novice riders to try and show and get some experience. In Canada, they use a “lifetime points” method so you can ride in different divisions depending upon the type of show, # of horses in the class, etc. Using a different method should take the # of show opportunities into account. For example, someone on the west coast may have more access to shows than someone in Massachusetts. It was noted that in each zone, the high points do accrue – including novice. This helps balance out the differences in show opportunities in different regions.

Tracking points for novice is complicated if the rider is not a member – perhaps keep track of # of shows instead? Fill out novice declaration? This needs further discussion and consideration. We will discuss it separately. We will also ask Arlynda for her thoughts as to how to track and manage. Chris, Arlynda and Pam will discuss on a call.

New Business:

Chris Austin recently judged in Canada and mentioned that he liked some aspects of the Canadian judging rules. He suggested that we should all take a look at them for possible changes/improvements in our rules.

Reminder: Next year's National Show dates are: October 10-12, 2015 to be held in Wichita Falls, TX.

Motion to adjourn: Chris Austin made a motion to adjourn at 6:35pm. Bonnie Gallegos seconded.