



4083 Iron Works Parkway
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**AMERICAN SADDLEBRED HORSE ASSOCIATION
BOARD OF DIRECTORS MEETING
Monday, August 3, 2020**

1. Call to Order – Marty Schaffel

- a. **Roll Call** – The following ASHA Board of Directors were in attendance: Marty Schaffel, James Nichols, Owen Weaver, Allen Bosworth, Candi Aversenti, Kristen Bagdasarian, Kristen Cater, Sandra Currier, Ali DeGray, Elisabeth Goth, Emily Lee, Joan Lurie, Helena Moreno, Joe O'Brien, Evan Orr, Tandy Patrick, Cliff Paulsen, Amy Dix Rock, Chris Schubert. The following ASHA Staff Members were in attendance: David Mount and Jean Warren.
- b. **Adoption of Agenda** – Marty called for a motion to accept the Adoption of Agenda with no change, motion made by Candi Aversenti and seconded by Allen Bosworth. All were in favor. Motion carried.
- c. **Ratify/Approval of ASHA Board Meeting Minutes** – Motion made by Joe O'Brien to approved the minutes from the June 29, 2020 Board Meeting and seconded by Candi Aversenti. All were in favor. Motion carried.

2. Marketing Committee Report – Allen Bosworth & Jessica Cushing

Jessica gave the Marketing Committee Report. She reported that ASHA is striving to become a bigger brand and increase its exposure over social media and in the equine industry in general. ASHA's goal during the pandemic was to keep members engaged and the analytics suggest that we were successful doing that. Jessica reported that she and David Mount recently spent the morning with actor Leslie Jordan, who is a big American Saddlebred fan. He has over 5 million followers on Instagram. The video we took of him talking about American Saddlebreds had over a half of million views. Jessica also reported that there is a scaled down plan for the World's Championship Horse Show this year because of the pandemic. ASHA will still do social media, first timer ribbons and the app with very limited staff at the show (Jessica and David only).

3. Registry Report – Sandy Currier

Sandy reported for the month of July registrations received were down 115 and received year to date were down approximately 400 from last year. Transfers received were down 32 in July and down 154 year to date. Sand also reported that the ASR is working on putting the prize program nominations and payments online, along with sending out an automatic receipt when a prize program nomination or payment is made. She also mentioned that Elisabeth Goth has offered to pay for an efficiency study of work flow to further improve registry operations.



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4. Operations Committee Report – Amy Dix Rock

Amy proposed an outline to restructure and organize the committee process. This includes an application process for prospective committee members, a need for committee transparency and the engagement of membership to serve on committees. Allen Bosworth stated that the application process should be simple, with the goal of matching members to the right committees based on their strengths. After discussion, the Board decided to review all of the information provided by Amy and put it on the agenda for the next board meeting. Marty did ask for a motion to approve the application process. Motion made by Tandy Patrick and seconded by Joe O'Brien. All in favor. Motion carried.

6. Nominating Committee for Directors Report – Joe O'Brien

The Nominating Committee for Directors consists of: Allen Bosworth, James Nichols, Joe O'Brien (chair), Judy Warner and Betsy Boone. Joe reported that the committee had looked at ways to improve the nominating process for directors to address diversity, geographical representation and board needs. Only a small percentage of ASHA members have historically voted in the annual Board of Directors election. The committee investigated the way USEF nominates and appoints members to their board. After much consideration, the committee voted unanimously to submit to the board a bylaw change that would reduce the number of board nominations from nine to six and then have the board ratify the nominations. This would make the board nomination process more important and give membership more of a say in the nomination process. Cliff Paulsen made a suggestion to nominate six candidates with two alternates from the general membership. After extensive discussion, a motion was made by Tandy Patrick to adopt the committee recommendation with changes from Cliff Paulsen. The motion was seconded by Kristen Bagdasarian. All in favor. Motion carried unanimously.

5. Treasurer's Report – Allen Bosworth & David Mount

David reported that once the PPP loan is forgiven ASHA will show a net income of approximately \$3,000 for June. Memberships were up by 20% in June, which helped contribute to an increase in revenue. There is still uncertainty around how much of the PPP loan will be forgiven. It is possible that Congress will make 100% of the loan forgivable. If not, in addition to the \$9,000 EIDL portion of the loan that will have to be paid back, there could be a small amount that would have to be paid back for a part time employee on the Registry side that did not meet full time employee status in 2020. David also reported that PayPal is still holding over \$15,000 raised through the EWAC auction last month and hopes to have the money released soon.

6. Executive Director's Report – David Mount

David gave an update on World Champion Horse Show. He reported that a security meeting was held last Wednesday with representatives from Kentucky Venues and the Kentucky State Fair Board. Shawn Hensler, Director of Public Safety and Security, gave an update on the security plan for the fair. The Kentucky State Police will have a mobile command post on site in addition to enhanced security at the gates. Also, Mr. Hensler and David Beck, CEO of Kentucky Venues, agreed to pass along real time information to ASHA that could be sent out through push



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notifications on the ASHA app. David said he has reached out to Scarlett Mattson, Hoppy Bennett and David Beck about doing a Town Hall meeting to address additional concerns about the show and let members ask questions directly to those involved. He mentioned that there was a lot of bad information on social media and that the Town Hall could be a way to address those rumors and get accurate information out to members.

7. **President's Report – Marty Schaffel**

No report given.

8. **New Business/Old Business – David Mount**

There was no new business or old business for discussion.

9. **Adjourn – David Mount**

The meeting was adjourned at 7:07 by motion from Allen Bosworth and seconded by Candi Aversenti.

Next meeting will be on September 14, 2020 via Zoom.