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AMERICAN SADDLEBRED HORSE AND BREEDERS ASSOCIATION, INC.
BOARD OF DIRECTORS MINUTES
Monday, April 5, 2021

1. Call to Order – Joe O’Brien

- a. **Roll Call** – Candi Aversenti, Kristen Bagdasarian, Julie Behrends-Jones, Jim Cherry, Rick Curl, Ali DeGray, Elisabeth Goth, Todd Graham, Larry Hartsock, Ann Marie Knipp, Emily Lee, Joan Lurie, Helena Moreno, James Nichols, Joe O’Brien, Evan Orr, Cliff Paulsen, Marty Schaffel, Chris Schubert, Rachel Seifert, Kim Skipton, Jenny Taylor, Joan Todd and Owen Weaver. The following ASHBA Staff members were present: David Mount, Katriona Adams, Britney Gavenonis and Jean Warren.
- b. **Adoption of Agenda** – Joe called for a vote to adopt the Agenda. Motion was made by Joan Todd and seconded by Cliff Paulsen. All in favor. Motion carried.
- c. **Approval of Board Minutes** – Joe called for a vote on approval of previous board meeting minutes. Motion was made by Chris Schubert and seconded by Elisabeth Goth. All in favor. Motion carried.
- d. **Declare Conflict of Interest** – Joe ask if anyone had a conflict of interest to declare. Chris Schubert declared that she was also a board member of the American Hackney Horse Society.

2. Meet Our New Development Director – Britney Gavenonis

David Mount introduced our new Development Director, Britney Gavenonis, who comes to ASHBA from the Kentucky Horse Racing Commission. Britney reported that she has been working closely with Development Committee on fundraising and sponsorship initiatives. She reported that work has started on an annual giving campaign which will be launched in May along with sourcing new grant opportunities.

3. New Logo and Website Proposals – David Mount, Allen Bosworth and Jessica Cushing

Allen Bosworth, the chair of the Marketing Committee, presented two new logo proposals to the board. One proposal highlighted “American Saddlebred” while the other proposal incorporated a foal silhouette into the logo design. Allen went on to say that both designs are a nice modernization of our current logo and each has its advantages. It was decided that a final logo design would be presented to the board that incorporated all of the board’s input at the next board meeting.

David Mount reported that he put together an internal team made of himself, Katriona Adams and Jessica Cushing to search for a new website developer. The goal was to find a developer that could



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improve the functionality of the content management system and database integration on the staff side, while providing a better product on the user side. The website would have to serve both members and marketing/promotional objectives. It was recommended that ASHBA enter into a contract with Vibrant Brands to build a new website. Vibrant Brands, which recently built a new website for USHJA, and has experience integrating a USEF built database into a website, gave a time of completion of 4-5 months. The project would cost \$25,000 with an additional \$500/month maintenance plan. Chris Schubert made a motion to approve spending up to \$25,000 for the website and have the money come from the Technology or Belle Ellegant funds. Motion seconded by Kim Skipton. All in favor. Motion carried.

4. Stallion Service Auction Proposal – Todd Graham and Jenny Taylor

Jenny Taylor reported that the United Breeders Committee has made a proposal to ASHBA to partner in an initiative to promote breeding. One of the goals is to increase prize money. Todd Graham reported that they want to have a Stallion Service auction at Louisville with the goal of raising \$200,000 for added money for the prize programs. The program will be self-contained with all expenses coming out of the money raised or sponsored. Jenny reported that they would like to have a one-year commitment with ASHBA to proceed with the project. Joe O'Brien requested that they come back to the next board meeting with more detail on the expected expenses. Motion was made by Elisabeth Goth and seconded by Chris Schubert to enter into a one-year commitment. Motion passed with one dissenting vote. Motion carried.

5. Registrar's Report – Katriona Adams

Katriona Adams gave the board an update on the office efficiency project. Amy Quatman has taken over processing Registry payments which has significantly freed up staff time. A new intern has been hired to do clerical work. Also, new scanners have been purchased for all staff members and a new automatic notification system is close to being rolled out. As a result of these and other changes, there has been a significant increase in the number of transfers processed for March. A full report of Registry statistics through the end of March was included in the board packet.

6. Treasurer's Report – Chris Schubert

Chris Schubert reported on the financial activity through the end of February. A net income of \$58,122.83 was reported due to an uptick in memberships and donations. Chris reminded the board that there is a new IRS exchange rule that effects how we report membership in 2021, which is now divided into three categories. Also, she reminded the board that rent and management service income will stop after February 18 as a result of the merger. Chris reported a strong cash position of \$2,758,288.36 with total assets of \$3,356,968.57. A detailed Q1 report will be given at the next board meeting.

7. Executive Director's Report – David Mount

David gave an update on the Kentucky Horse Park transformer/power surge issue that caused a broken sprinkler line that flooded the building last week, along with other electrical issues in the building. The water damage was limited to the museum offices, archives and common areas on the



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lower level. Several circuit breakers had to be replaced as a result of the power surges, along with a fan motor in one of our HVAC units.

David reported that ASHBA and EWAC are actively working on the 48 seized horses in Oregon. Money has been raised and already sent to the rescue organization that is taking care of the horses. Due to the lengthy court proceeding involved with the case, adoption opportunities might not happen for several months.

David also reported on the Ocala International Horse Show. Ring placement in the outdoor arena was decided last month during a trip to Ocala. The prize list, along with box seat prices and hospitality options will be finalized next month. Another trip is planned in May to finalize more details. A block of rooms has been secured in the onsite hotel. David asked that any board members interested in a room to please contact him directly. The show will be held October 26-30, 2021.

8. President's Report – Joe O'Brien

Joe added that he had a great meeting with the Ocala Horse Show committee and encourages everyone to attend what he believes will be a show that exceeds all expectations. The team assembled to support the show is second to none and there has been positive feedback from trainers, many of which plan to come to the show. Joe also reported that he and David met with the leadership from USEF, including their new president, Tom O'Mara, who lives in Ocala and they are excited about the show and willing to work with us anyway they can.

9. Additional Business – Joe O'Brien

Joe ask if there was any new business or old business. Emily Lee brought up new business regarding whether or not ASHBA wanted to participate in the UPHA National Conference in Orlando January 6-9, 2022. Joe made a motion to participate and execute the MOU, along with with paying the \$5,000 deposit. The motion was seconded by Kristen Bagdasarian. All in favor. Motion carried.

10. Adjourn – Joe O'Brien

Motion made by Elisabeth Goth to adjourn and seconded by Kim Skipton. All in favor. Motion carried. The meeting was adjourned at 7:34 p.m. ET.

Next meeting is May 3, 2021