



**AMERICAN SADDLEBRED HORSE AND BREEDERS ASSOCIATION, INC.**

**BOARD OF DIRECTORS MEETING**

Monday, August 2, 2021 at 5:00 PM ET via Zoom

**1. Call to Order – Joe O’Brien**

- a. Roll Call** – Candi Aversenti, Kristen Bagdasarian, Julie Behrends-Jones, Kristen Cater, Jim Cherry, Elisabeth Goth, Todd Graham, Larry Hartssock, Emily Lee, Joan Lurie, Helena Moreno, James Nichols, Joe O’Brien, Evan Orr, Cliff Paulsen, Chris Schubert, Rachel Seifert, Kim Skipton, Jenny Taylor and Joan Todd. The following ASHBA Staff members were present: David Mount, Katriona Adams, Jessica Cushing, Samantha Geller and Jean Warren.
- b. Adoption of Agenda** – Joe O’Brien called for a vote to adopt the Agenda. Motion was made by Kim Skipton to adopt the Agenda as presented and seconded by Julie Behrends-Jones. All in favor. Motion carried.
- c. Approval of July 12, 2021 Board Minutes** – Joe O’Brien asked that the board minutes reflect the board’s approval to award four \$2,500 scholarships for 2021. Joe asked for a motion to approve the minutes with the correction. Motion made by Emily Lee and seconded by Joan Lurie. All in favor. Motion carried.
- d. Declare Conflict of Interest** – Joe O’Brien asked if anyone had a conflict of interest to declare. There were none.

**2. Executive Director’s Report - David Mount**

David discussed the need to update the Strategic Plan post-merger. He outlined the process used in 2018, which included engagement from members, board and other key stakeholders. Key objectives met from the 2018 plan include the merger, creation of Member Code of Conduct, taking over the Licensed Officials Education program from USEF, expansion of marketing and promotional activities, including middle market, Half Saddlebred and sport horse activities and developing economic support for the organization. David stated that he would like to include the cost for the Strategic Plan update in the 2022 budget and start work in the 1Q.



David updated the Board on the World's Championship Horse Show. Kentucky is requiring all visitors to wear masks indoors at all State facilities including the Kentucky Exposition Center. No additional COVID related rules or mandates are being discussed at this time. ASHBA will host a Town Hall with the leadership of the World's Championship Horse Show, Kentucky Venues and the Kentucky State Fair Board to address member concerns.

David reminded the Board that the Giddy Up and Give annual giving campaign is still going on and if board members have not already given please to do so. Also, David encouraged the Board to bid on items in the EWAC Experience Online Auction, which will be open until August 31.

### **3. WCHS Show Update – Jessica Cushing and Samantha Geller**

Samantha reported that there will be youth activities every day of the show. Ellen Beard will lead the Horsing Around and Junior Judging clinics. A presentation for the four ASHBA scholarship recipients and the Junior Judging winners will take place during the show on Friday evening. On Thursday morning we will be co-hosting a Marc of Charm Breyer Horse Breakfast with Riverdreams LLC and Monnington Farm.

Jessica reported that the First Timers event will be moved earlier (5:00 PM) to accommodate the high number of registered participants. We are expecting almost 200 participants which is an all-time record. First Timers will continue to be featured on social media, our app and in our e-news. Jessica reported that we are working with the local media on targeted stories about exhibitors competing at the show. This includes a press conference during the Marc of Charm breakfast. Jessica thanked the National Horseman for designing the WGC posters this year, which will be given out at events throughout the week. Jessica reported that the app is ready to go and enhancements have been made to make it easier to use. Live results will again be available for all evening sessions and free internet will be available to members at the show so they can more easily access the app.

### **4. Breeders Challenge Update – Jenny Taylor and Todd Graham**

Jenny reported that there is a lot of excitement about the Breeders Challenge and she thanked everyone involved for helping. There will be 79 stallions in the online auction, which will close at 2:00 PM on Friday during the show. The top 20



stallions with the highest bids will then be auctioned off live in Freedom Hall after the class on Friday. Todd reported that any updates would be pushed out on social media and that Event Mix would be doing promotional videos, including a video that would be played in Freedom Hall.

#### **5. Registrar's Report – Katriona Adams**

Katriona reported that the Registry is current with all registrations and transfers. Rachel Seifert, chair of the Registry Rule Committee, reported that her committee has submitted a rule change proposal to the Board. The committee proposed moving the deadline for submitting Stallion Service Reports to October 31 with a grace period of 10 days before a \$100 late fee is imposed. A stallion owner may submit up to three amendments to the report without penalty. After three amendments there will be a penalty fee of \$20 for each mare added. This rule change would be effective for the 2021 breeding year. Rachel stated that the Registry Council would need to approve the proposed rule change before the Board could consider adopting it. Kim Skipton, a member of the Registry Council, made a motion for the Registry Council to approve the proposed rule change, seconded by Missy Hughes Smith. All in favor. Motion carries. Two Registry Council members (Anna Marie Knipp and Bob Brison) were not present for the vote. Kim made a motion that the Board then adopt the recommendation from the Registry Rules Committee and Registry Council to amend the rules for the Stallion Service Report deadline and fees. The motion was seconded by Rachel Seifert. All in favor. Motion carries.

Chris Schubert presented the charter for the Breeders Committee, which would be under the Registry Council, for approval. Chris made a motion to adopt the charter, seconded by Joan Lurie. All in favor. Motion carries.

#### **6. Treasurer's Report – Chris Schubert**

Chris Schubert reported on the 2Q financials for the organization. She reported that donations were up from the first quarter from \$118,479 to \$159,799 primarily because of the Giddy Up and Give annual giving campaign. Total earned revenue is up from \$164,791 to \$262,236. Registry revenue is up from \$64,496 to \$180,887. Total income through the 2Q totaled \$774,764. Chris reported that the second PPP loan in the amount of \$153,916 has been forgiven in full. Total expenses for the 2Q totaled \$606,739 with a net income of \$168,025. Total assets through the 2Q total \$3,541,083. David reported that the Registry Trust has a balance of \$557,831.



**7. President's Report – Joe O'Brien**

Joe stated that he and David were working with the World's Championship Horse Show, Kentucky Venues and the Kentucky State Fair Board and they would update the Board and members if there are any changes to the COVID rules and protocols for exhibitors.

**8. Additional Business – Joe O'Brien**

Emily Lee asked to report on the annual convention. She stated that she is trying to move the Board and Membership meetings closer together to better accommodate the Board. She has a meeting scheduled with the planning committee tomorrow and will report back to the board.

**9. Adjourn – Joe O'Brien**

Joe called for a motion to adjourn. Motion to adjourn was made by Kristen and seconded by Kim. All in favor. Motion carried.

**Next Meeting Scheduled for Monday, September 13, 2021 at 5:00 p.m. ET**