



AMERICAN SADDLEBRED HORSE AND BREEDERS ASSOCIATION, INC.
BOARD OF DIRECTORS MEETING
Monday, March 6, 2023 at 5:00 PM ET via Zoom

1. Call to Order – Allen Bosworth

- a. **Roll Call** – Kristen Bagdasarian, Julie Behrends-Jones, Allen Bosworth, Jim Cherry, Rick Curl, Juliette Dell, Jennifer Dixon, Larry Hartsock, Anna Marie Knipp, Smith Lilly, James Nichols, Christy Parker, Clif Paulsen, Chris Schubert, Rachel Seifert, Joan Todd and Kim Skipton. Absent: Joe O’Brien. ASHBA staff present: David Mount, Katriona Adams, Sam Geller, Margaret Babariz and Jean Warren.
- b. **Adoption of the Agenda** – Allen called for a motion to adopt the agenda. Motion made by Kim Skipton and seconded by Kristen Bagdasarian. All in favor. Motion carried.
- c. **Approval of Board Minutes** – Allen called for a motion to approve the minutes from the two board meetings on February 17, 2023. Motion made to approve the 8:00 am meeting minutes by Chris Schubert and seconded by Jennifer Dixon. All in favor. Motion carried. Motion made by Rachel Seifert to approve the 2:00 pm meeting minutes and seconded by Kristen Bagdasarian. All in favor. Motion carried.
- d. **Declare Conflict of Interest** – None declared.

2. Executive Director’s Report – David Mount

- a. **Committee Repopulation Update** – David reported that 109 committee applications were received for the 26 committees and councils. Board members that did not submit committee applications were placed on committees based on past service and need. Staff liaisons are in the process of contacting the committee members and scheduling meetings.
- b. **Strategic Plan Update** – David gave an update on the strategic plan refresh process. The process will be similar to the process used to create the 2018 strategic plan, which will include a survey to members, interviews with key stakeholders and an in-person workshop. Rachel Butler with Right Angle Consulting will help facilitate the process. Work on the survey portion of the refresh will begin in April.



- c. **Learn to Ride for Free Update** – David reported that the American Royal reached out to ASHBA about the possibility of hosting a Learn to Ride for Free on July 29 in Kansas City. Their board will meet later this month to decide whether or not to move forward. Also, Helen Roy is working with Jim and Helen Cherry to have a second Learn to Ride for Free in the San Diego area. More information will follow.

3. Annual Convention and Youth Conference Recap – David Mount

David reported that Chris Schubert has agreed to be the chair of the 2024 Convention Planning Committee. Chris thanked the 2023 Convention Planning Committee and the Board for their support and help with the successful 2023 Annual Convention and Youth Conference. David reported that ASHBA is still waiting on several invoices, including one from the host hotel, and plans to provide a final convention profit and loss statement at the next Board meeting pending receipt of the invoices. He reported that there were a total 521 convention attendees, which exceeded estimates.

- a. **2024 Annual Convention and Youth Conference** – David reported that the Convention Planning Committee met and is recommending to the Board that the 2024 convention be held in Louisville over President's Weekend (February 15-17, 2024). Two suitable host hotels are available, including the Louisville Marriott Downtown. The Convention Planning Committee discussed having Saddlebred Trail stops in Simpsonville next year, along with having the Legends of Saturday Night event at the Kentucky Derby Museum. Smith Lilly requested that more time be set aside for committee meetings with possibly starting the meetings on Thursday to reduce the number of overlapping meetings. Kim Skipton made a motion accept the Convention Planning Committee's recommendation to have the 2024 convention in Louisville and seconded by Smith Lilly. All in favor. Motion carried. Smith requested that more time be set aside for committee meetings.

4. Registrar's Report – Katriona Adams

Katriona reported the Registry Council elected Kristen Bagdasrian as chair for a second year last week. She also reported that ASHBA is looking to hire a part-time Registry Clerk to fill a position that recently opened. The Registry has seen an increase in registrations so far this year, with an increase of 51 over last year.

5. Treasurer's Report – Rachel Seifert

Rachel reported that the January financials are available in the board packet. The biggest year over year variance in January was Salaries and Related Expenses due to accrued vacation. She reminded the Board that the budget numbers are divided



evenly over twelve months and the Board will be presented a more in depth report with charts after the close of the first quarter.

6. President's Report – Allen Bosworth

Allen reported that David has been working on a plan to restructure the office. David reported that Samantha Geller decided to take a job with another organization. A new position of Programs Director has been created to oversee programs, marketing and communications efforts and manage both the Marketing and Communication Manager and Programs Manager positions. This position will be hired first and will have input in hiring a new Marketing and Communications Manager. The interim plan is to outsource the Marketing and Communications Manager position, with Jessica Cushing agreeing to help ASHBA with social media, eNews and press releases.

7. Additional Business – Allen Bosworth

No additional business.

8. Adjourn – Allen Bosworth

Meeting adjourned at 6:17 PM ET.

Next Meeting Scheduled for Monday, April 3, 2023 at 5:00 PM ET via Zoom