



4083 Iron Works Parkway
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AMERICAN SADDLEBRED HORSEASSOCIATION
BOARD OF DIRECTORS MEETING
Monday, May 4, 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, Nancy-Leigh Fisher, Elisabeth Goth, Joe O’Brien, Evan Orr, Tandy Patrick, Cliff Paulsen and Jenny Taylor. The following ASHA Staff Members were in attendance: David Mount, Jessica Cushing and Jean Warren.
- b. **Adoption of Agenda** – Marty called for a motion to accept the Adoption of Agenda with no change, motion made by James Nichols and seconded by Tandy Patrick. All were in favor. Motion carried.
- c. **Ratify/Approval of ASHA Board Meeting Minute** – Candi Aversenti made a motion to accept the minutes from the last meeting. The motion was seconded by Sandy Currier. All voted in favor. Motion carried.

2. Marketing Committee Report – Allen Bosworth & Jessica Cushing

- a. **Social Media Engagement** – Jessica Cushing reported that ASHA has been successful engaging members and the general public during the pandemic. Facebook and Instagram reach has exceeded over 200,000 people over the last month which is an increase of over 100 percent. Video content has exceeded over 51,000 minutes viewed over the last 28 days which is an increase of over 100 percent. Virtual barn takeovers on Instagram, along with virtual riding lessons have been some of our highest rated Instagram content to date. Jessica thanked all of the barns and instructors that agreed to participate.
- b. **National Select Series Virtual Horse Show** – ASHA launched a virtual version of the National Select Series in partnership with State Line Tack. The first virtual horse show has attracted over 500 entries. A second show is planned around junior exhibitor riders and a third show is planned around sport horse classes.
- c. **Saddlebred Saturday Stake Night** – Through the generous support of RH Bennett and Richfield Video, ASHA has been able to offer Saddlebred Saturday Stake Night to members. Every Saturday night Richfield Video will play a stake night from a past



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World's Championship Horse Shows. Members will be able to vote on which year they would like to see.

- d. Trot Talk Bonus Podcasts** – ASHA has launched bonus Trot Talk podcasts through the generous support of Tuffy Owens. The first bonus episode with Kristen Cater has received over 4,000 views on Facebook and over 1,000 on Instagram. Other bonus Trot Talk episodes will be available in the coming weeks.
 - e. JLC Social Media Initiatives** – Jessica reported, that she is working on a lot of social media and print content for the JLC. She is also updating the jlccares.com website on a weekly basis.
- 3. Communications Committee Report – Helena Moreno**
Helena Moreno reported that the goal of the Communications Committee is to keep everyone informed as much as possible on ASHA activities, as well as the activities of the JLC. Helena highlighted several positive messages including Julie Kaufman bringing her Saddlebred to a senior home, which made national news. The committee will continue to work on the weekly What Matters and Marty's Message columns.
 - 4. Registry Report – Sandy Currier**
Sandy Currier reported that in April there were 75 registrations received, 61 completed and 70 pending. Year to date there were 277 registrations received and 344 completed. Compared to April last year registrations received are down 188 and completed are down 39. Comparing year to date, registrations received are down 306 and completed are down 45. In April there were 98 transfers received, 171 completed and 173 entered. Year to date there were 824 transfers received and 904 completed. Compared to April last year transfers received are down 169 and completed are down 107. Sandy also reported that she is working with the Equine Welfare Advocacy Committee on a "Spend a Day With" auction and that she populated a Registry Marketing Subcommittee with Susi Day as the chair.
 - 5. Treasurer's Report – Allen Bosworth & David Mount**

 - a. 2020 1Q Financials** – Allen Bosworth stated that with the budget cuts the board agreed to last month, ASHA is on track to be where its needs to be financially. He added that ASHA has a strong balance sheet and that the PPP loan that ASHA was approved for will pay payroll and utilities through June 14, 2020.
 - b. SBA Payroll Protection Program Update** - David Mount reported that ASHA received \$142,000 on April 20, 2020, which will be applied against payroll and utilities. The program has seen many changes since Congress passed the original CARES Act and it is still clear if this will be a 100% forgivable loan. There will be another update in June.



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6. Executive Director's Report – David Mount

- a. Industry Reopen Update** – It was reported that the JLC put together a Best Practices document which was submitted to the Kentucky Governor's office with the hopes that barns will be able to re-open May 11, 2020 and Horse Shows without spectators can re-open June 1, 2020. There was an extensive discussion about re-opening barns and horse shows. It was discussed how states are opening at different rates with different sets of guidelines which complicates the process. David asked board members with contacts in other states to help present the best practices to officials in those states.
- b. JLC Horseman's Relief Fund Update** – To date the JLC Horsemen's Relief Fund has raised over \$31,000 with over \$11,000 being paid out as grants so far. The grant committee is in the process of reviewing other applicants and additional payments should be made in the next few weeks.
- c. Office Update** – A plan was submitted to to the Commonwealth of Kentucky to re-open the office by June using the Kentucky Healthy at Work Guidelines. When approved, the opening will be phased starting with no more than 50% of staff present at any one time.

7. President's Report – Marty Schaffel

- a. COVID-19 Discussion** – There was an extensive discussion regarding the impact of the pandemic on the horse industry. There was a concern if there would be any horse shows or state fairs due to traveling restrictions across state lines. The results of a JLC Survey to Reopen Horse Shows reported that a large number of people aren't ready to go to shows yet, but would be ready when the shows open back up. Tandy Patrick reported there would be a Kentucky State Fair Board meeting on Thursday, May 28 where a plan for the Kentucky State Fair and World's Championship Horse Show would be discussed.

8. New Business/Old Business – Marty Schaffel

There was no new business or old business for discussion.

9. Adjourn – Marty Schaffel

The meeting was adjourned at 6:20 by motion from Allen Bosworth and seconded by Kristen Bagdasarian all voted in favor.

The next meeting will be on June 1, 2020 via conference call.