



4083 Iron Works Parkway
Lexington, KY 40511
859-259-2742 | Fax: 859-259-1628

AMERICAN SADDLEBRED HORSE ASSOCIATION
BOARD OF DIRECTORS MEETING
Monday, May 7th, 2018 – 5 PM DST

1. **Call to Order** – David Mount
 - a. **Roll Call:** The following ASHA Executive Committee members were in attendance on the call: President, David Mount; Vice President, Joan Lurie, Secretary, Owen Weaver; Treasurer, Leslie Rainbolt-Forbes. Executive Committee Members, Elisabeth Goth, Holly Nichols, Kristen Cater and Donna Pettry-Smith. Also present were Candida Covino-Aversenti, Allen Bosworth, Sandra Currier, Cheryl Innis, Emily Lee, Scott Hagan, Evan Orr, Tandy Patrick, and Jenny Taylor. Also present were Cece Hagan
2. **Strategic Planning Committee Report** – Cece Hagan reported that the committee has started conducting interviews with a variety of stakeholders and members from different geographic areas. They also want to include amateurs, owners and trainers. These interviews will assist with the preliminary work to prepare for a workshop. Half -day workshop is scheduled Thursday June 7th during the Rock Creek Horse Show. There will be 16 attendees (one will be on call). Prior to the workshop, the attendees will go through the visioning exercise. During the workshop, they plan to review all the interview information. The goal of the workshop is to produce the proposed vision, mission and objectives, strategies of the ASHA and action steps.
3. **Registry Report** – Sandra Currier gave her report for Registry. She introduced the new ASR program, Diplomat of the Breed. This program honors American Saddlebreds that have profoundly changed the life of an individual, made a positive impact on a community or have been outstanding promotional representatives of our breed. Freedman's are the sponsor for this program who will present a halter to each diplomat.
 - a. **Registration:** Completed YTD: 402, compared to 2017 in May of 539
 - b. **Transfers:** Completed YTD: 1073, compared to 2017 in May of 1051.
4. **Finance Committee Report** – David Mount presented the report on behalf of Leslie Rainbolt-Forbes. He stated that Strothman and Company has completed their audits and should have the results next month. He also talked about the progress on the Gaming license renewal for the Stallion Sweeps program.
5. **Marketing Committee Report** – Allen Bosworth informed the board that the committee has created a Google shared drive to share information and files through the ASHA. He also stated that they are working on redefining the identity of the ASHA. The committee is also working on building a consistent branding with the videos (open and closing clips). He also mentioned that the committee has created drafts of the landing pages. Tiffany Frey continues to monitor our analytics. The ASHA has made some modification to the website to help decrease the load time to help with Google ranking. The committee is also working on cleaning up the YouTube channel by removing outdated videos and reorganizing the playlists.

He also mentioned that the ASHA will have several marketing opportunities starting with BreyerFest and Hats Off Day in July, working with the Museum to have a great presence in the North Wing (Ag land) at the WCHS and





4083 Iron Works Parkway

Lexington, KY 40511

859-259-2742 | Fax: 859-259-1628

the World's Equestrian Games in Tryon, North Carolina in September. David Mount also added that a joint committee has been formed with the ASHA, Museum, UPHA and Hackney Association to help with the promotion at BreyerFest.

6. **President's Report** – David Mount announced that Executive Director Search Committee has received 94 applicants. The Search committee has conducted a lot of extensive phone interviews in the last 10 days with several candidates. They will interview 3 candidates in person during the first week of June. The search committee will then present the proposed candidate to the board.
7. **Bylaws Committee Report** – Tandy Patrick explained the expectation of this committee and provided an overview of the changes they are currently working on. She also asked for feedback from the board to help with the revisions on the items that they are working on.
8. **New/Old Business** – There were no New/Old Business to discuss. David scheduled a tentative date (Wednesday, July 11 at noon) for the July in-person Board meeting.

Scott Hagan moved and Tandy Patrick seconded to adjourn the meeting at 6:30 PM and it was passed unanimously.

