

AMERICAN SADDLEBRED REGISTRY, INC.

Monday, April 20, 2020 at 2:00 p.m. ET
by tele-conference

MINUTES

ASR Directors Present: Sandra Currier President, Elisabeth Goth, Todd Graham, Larry Hartsock, Missy Hughes Smith, Anna Marie Knipp, Emily Lee, Donna Pettry-Smith, Matt Shiflet, Kim Skipton, Jenny Taylor and Owen Weaver.

Others Present: David Mount, ASHA Executive Director, Lisa Duncan Registrar and Katriona Adams Assistant Registrar.

I. Roll Call/Establish Quorum/Adopt Sturgis Rules of Order/Consider Agenda

Ms. Currier called the meeting to order and Ms. Duncan called the roll. A quorum was present. Ms. Skipton made a motion to adopt Sturgis Rules of Order, Ms. Knipp seconded and the motion was passed. Ms. Knipp made a motion to approve the agenda, Ms. Goth seconded and the motion was passed.

II. Financial implications of the Covid 19 shutdown on farms and businesses

Mr. Mount reported that an ASHA Paycheck Protection loan was approved and covers all employees. The loan will not need to be repaid if we maintain our current employees. ASHA will be able to pay employees for an eight-week period, which equates approximately to \$71,496 in credit to the Registry. Ms. Currier reported that she asked Mr. Mount to review three-year reports of registrations and transfers from 2007 to 2010 to help predict potential losses during the pandemic. Mr. Mount reported that there was a decrease of 37% for registrations and a 26% decrease for transfers from 2007 to 2010 resulting in a decrease in registration income of around \$46,000 and a decrease in transfer income of around \$36,000.

III. Registry Financials and Budget

Ms. Currier reported that she asked the Finance Committee to go over the 2020 Registry Budget and come up with recommendations for the Board. Ms. Duncan outlined the recommendations as follows:

- Reduce the advertising budget from \$1,000 to \$500.
- Reduce the audit budget from \$7,000 to \$6,000 for a review as opposed to a full audit.

A discussion took place regarding the audit after which the Board agreed that we skip the audit for this year as long as the Finance Committee looks at everything.

- Reduce the contact labor budget from \$500 to \$0.
- Reduce the meals and entertainment budget from \$200 to \$0.
- Reduce the sport horse awards budget from \$600 to \$450.
- Reduce the travel budget from \$5,000 to \$3,500.

A discussion took place regarding the travel budget. Part of this expense is for Ms. Duncan to be at the Kentucky State Fair most of the week. After some

discussion, it was agreed that we should postpone the decision about the travel budget for now.

Ms. Goth made a motion to approve the recommendations as presented with the caveat that we revisit the Kentucky State Fair travel item and we will not have an audit of 2019, Ms. Knipp seconded and the motion was passed with all in favor.

Ms. Currier reported on some research done by staff on the costs of various registry mailings. The Foal Report mailing is already done for this year. The postage alone for that mailing was around \$500. We can save around \$300 by not including the rules with the futurity and sweepstakes mailings. Ms. Currier suggested that Ms. Duncan, Ms. Skipton and Ms. Edwards meet separately to go through all of our mailings.

Ms. Knipp asked about the sale of microchips by the registry. A suggestion was made to issue a press release about it. Ms. Currier reported that Susi Day will take on publicity for the Registry as part of a sub-committee of the Marketing Committee.

IV. Rule Change Proposal regarding transfer fees

Ms. Currier reported that the Registry Committee is recommending a rule change proposal regarding transfers into the ownership of the 501 (c) 3 rescue organizations. Several directors expressed concern over this proposal. After discussion, it was agreed that we should look at raising funds through the Equine Welfare fund to cover the cost of transfers from 501(c) 3 rescue organizations. Ms. Pettry-Smith volunteered to work on this. The rule change proposal regarding the transfer fee was tabled for now.

V. Proposal from Jessica Moctezuma

Ms. Currier asked for feedback on a proposal submitted by Jessica Moctezuma for a Horse ID and Recovery Program. Ms. Duncan explained the current My Meadows Program. A suggestion was made to send a letter to large auctions asking them to scan horses for microchips. After discussion, it was agreed that Ms. Duncan and Ms. Currier would work on writing up a plan that would encompass the My Meadows Program and phase 1 and 2 of the Horse ID and Recovery Program. The plan will be emailed to the Board for review.

VI. Consideration of draft minutes

a. January 22, 2020 Meeting

Ms. Skipton made a motion to approve the draft minutes of the January 22, 2020 ASR Board meeting as presented, Ms. Taylor seconded and the motion was passed with all in favor.

b. January 25, 2020 Meeting

Ms. Taylor made a motion to approve the draft minutes of the January 25, 2020 ASR Board meeting as presented, Mr. Graham seconded and the motion was passed with all in favor.

VII. Other Business

A suggestion was made to look at the ideas proposed by the breeders at the January 22nd ASR Board meeting. Mr. Hartsock, Ms. Taylor and Ms. Weaver will serve on a sub-committee to discuss these ideas.

VIII. Adjournment

With no other business to address, the meeting was adjourned at 2:55 p.m. ET.

Submitted by: *Katriona Adams*
Assistant Registrar