



AMERICAN SADDLEBRED HORSE AND BREEDERS ASSOCIATION, INC.
BOARD OF DIRECTORS MEETING MINUTES
Monday, February 5, 2024 at 5:00 PM ET

1. Call to Order – Allen Bosworth

- a. **Roll Call** – Board Members Present: Kristen Bagdasarian, Julie Behrends-Jones, Allen Bosworth, Jim Cherry, Jennifer Dixon, Larry Hartsock, Anna Marie Knipp, Smith Lilly, James Nichols, Joe O’Brien, Christy Parker, Clif Paulsen, Chris Schubert, Rachel Seifert and Joan Todd. Absent Rick Curl, Juliette Dell and Malissa Welke. ASHBA Staff Present: David Mount, Katriona Adams, Katie Porter, Kim Skipton, Samantha Robinson and Jean Warren. Guest: Rene Valdez, Strothman & Company.
- b. **Adoption of Agenda** – Motion made to adopt agenda and seconded. All in favor. Motion carried.
- c. **Approval of January 2024 Board Minutes** – Motion made to approve minutes and seconded. All in favor. Motion carried.
- d. **Declare Conflict of Interest** – None declared.

2. 2022 Audit Report – Rene Valdez, Strothman & Company

Rene reported that the 2022 financial statements presented fairly with a clean opinion, which is the highest level of confidence an audit can provide. Total program services expense represented 86% of total expenditures. He recommended that ASHBA let donors know this percentage, which is higher than the non-profit average of 65%. Rene stated that his team encountered no issues and was provided all the information needed. There were no disagreements on accounting policies or adjustments. There was no bias on the part of management. Motion made to accept audit as presented and seconded. All in favor. Motion carried.

3. Executive Director’s Report – David Mount

- a. **National Select Series Rule Changes** – David asked Joan Todd to present the rule changes, which were included in the board packet. Joan reported that most of the changes were clarifications or the elimination of redundant language. One major change is horses that show in equitation classes at the World’s Championship Horse Show will be allowed to show



in performance classes at the Select Series National Championship. Joan reminded that board that Half Saddlebreds competing in the series must be registered with ASHBA, which has helped increase the number of registered Half Saddlebreds. Joan also reported that the Hackney classes have been eliminated due to poor participation. Motion to accept the changes and seconded. All in favor. Motion carried.

b. Sunrise Junior Horse Hunter Challenge Proposal – David reported Melissa Moore put together an incentive program for junior hunter classes and would like ASHBA to match the \$5,000 raised for the program. Rachel suggested ASHBA enter into a letter agreement on how the program will jointly operate. Motion made to match money for program and seconded. Motion carried.

c. Sally Jackson Youth Service Award Criteria – David asked Samantha Robinson to report on this. Samantha reported that input on the criteria was gathered from interested parties. The award would replace the current youth highpoint award. Allen asked that the criteria be brought back to the board after a final draft is created.

d. Kentucky Specialty License Plate Update – David reported that the National Horseman created artwork for three proposed license plates. The proposed options will be presented at the convention, followed by a poll to members to select the winning design.

4. Strategic Plan Draft – Allen Bosworth and David Mount – Allen and David presented the ranked goals and objectives under each strategic pillar and thanked the board for their input. The goal is to get them approved and then present them at the convention during the membership meeting. Motion made to approve strategic plan and seconded. All in favor. Motion carried.

5. Committee Restructure Draft – Allen Bosworth and David Mount – Allen reported that we currently have 32 committees, to many for the size of our association. David presented the reworked committee restructure plan with seven councils and ten committees, which addressed the board's suggestion to split marketing and program committee responsibilities. Motion made to approve committee restructure plan and seconded. All in favor. Motion carried.



6. 2024 Marketing Plan – Katie Porter

Katie presented the 2024 marketing and communications plan to the board. The plan will address current gaps in overall marketing and primary target audience. This will be done by creating more brand awareness and a greater online presence, by becoming better educators and storytellers. There will be a focus on developing two to three marketing campaigns in 2024, along with creating more video content. Also, there will be focus on increasing our digital presence, by engaging youth and allowing members to have a greater voice within the association.

7. Convention Update – Christ Schubert and David Mount

Chris and David gave an update on final preparations for the 2024 convention. \$210,700 in sponsorships have been secured with total registrations as of today of \$60,184. David reminded the board that 25% of the registrations from the 2023 convention occurred in the two weeks before the convention, so we are expecting a similar bump this year. Award scripts and final live auction items are in the process of being finalized.

8. Nominating Committee for Directors – Chris Schubert

Chris reported that the Nominating Committee for Directors is recommending Diane Hauslein, from Arlington, Virginia and John Scheidt from Indianapolis, Indiana to fill the two vacant board seats, with Diane filling a three-year term, eligible for a second term and John filling a two-year term (from a vacant seat), eligible for an additional three-year term and a second term beyond that. Also, Julie Behrends-Jones, Clif Paulsen, Chris Schubert, Joan Todd and Rachel Seifert have agreed to serve a second three-year term. Motion made to elect Julie Behrends-Jones, Clif Paulsen, Chris Schubert, Joan Todd, Rachel Seifert and Diane Hauslein to three-year terms and seconded. Motion carried. Motion made to elect John Scheidt to serve a 2-year term, which expires in 2026, and seconded. All in favor. Motion carried.

9. Registrar's Report – Katriona Adams

Katriona reported the 2023 year-end statistics. We received 1,417 applications for registrations, which is a 4% increase. We completed 1,228 applications for registration, which is down 2%. Many of the registrations not completed were missing items required for registration. Transfers received was 2,799, which is down. Half Saddlebred applications for registration received was 62, which is a 200% increase and Half Saddlebreds completed was 61, which is 145% increase.



10. Treasurer's Report – Rachel Seifert

- a. **2023 Year End Financials** – Rachel reported that we had a strong year; finished the year in the black without any government funding. We had a net ordinary income of \$54,495, a \$66,000 increase over the prior year. Motion made to accept the financials as presented and seconded. All in favor. Motion carried.

2024 Budget – David presented the 2024 proposed budget, which was previously reviewed and approved by the finance committee. Total income for 2024 is budgeted at \$2,520,815 with total expenses budgeted at \$2,486,226, for a net ordinary income of \$34,590. Motion made to accept the budget as presented and seconded. All in favor. Motion carried.

11. President's Report – Allen Bosworth

- a. **Website/Database Update** – Allen reminded the board of the reasons why we decided to take on a new website. The biggest reason was to address the administrative challenges of the old website, which required USEF programmers to make changes. This process was slow and costly. The content management system for the new website allows staff the ability to make simple changes, which had not been possible in the past. Another important reason was the software was becoming antiquated and the interface with the database, housed at USEF, was becoming problematic. The number one issue with the new website continues to be login issues. Many users had one email address attached to multiple memberships, which is not allowed on modern websites. Staff will be available at the convention to help members with website login issues. Also, the database, which caused issues with the old website and is causing issues for the new website will have to be replaced. We have started the process of gathering information so a request for proposal will go out to multiple companies.

12. Additional Business – Allen Bosworth

No additional business discussed.

13. Adjourn – Allen Bosworth

Allen called for a motion to adjourn to go into an Executive Session. Motion made to adjourn by Joan Todd and seconded by Joe O'Brien. All in favor. Motion carried. Meeting ended at 7:23 PM ET.