



AMERICAN SADDLEBRED HORSE AND BREEDERS ASSOCIATION, INC.

Board of Directors Meeting

Monday, December 4, 2023 at 5:00 PM ET

Via Zoom Meeting

1. Call to Order- Allen Bosworth

- a. **Roll Call** – Kristen Bagdasarian, Julie Behrends-Jones, Allen Bosworth, Jim Cherry, Rick Curl, Jennifer Dixon, Anna Marie Knipp, Smith Lilly, James Nichols, Clif Paulsen, Chris Schubert, Rachel Seifert, Joan Todd and Malissa Welke. Absent: Juliette Dell, Larry Hartsock, Joe O'Brien and Christy Parker. ASHBA Present: David Mount, Katriona Adams, Katie Porter and Samantha Robinson.
- b. **Adoption of Agenda** – Allen called for a vote to adopt the agenda. Motion made by Anna Marie Knipp and seconded by Smith Lilly. All in favor. Motion carried.
- c. **Approval October 2023 Board Minutes** – Allen called for a vote to approve minutes from October 23, 2023 board meeting. Motion made by Joan Todd and seconded by Clif Paulsen. All in favor. Motion carried.
- d. **Declare Conflict of Interest** – None declared.

2. Executive Director's Report – David Mount

- a. **2024 Meeting Dates** – The board was presented a schedule of meeting dates for 2024. It was discussed to move the Fall in-person board meeting to Kansas City to help increase attendance. David will reach out to UPHA. Motion made by Rachel Seifert to approve the meeting dates pending a decision on the Fall in-person date and location and seconded by Julie Behrends-Jones. All in favor. Motion carried.
- b. **Youth Service Award Proposal** – David reported that Sally Jackson would like the board to consider creating an award to recognize youth service and promotion of the breed. This would be considered a major award and complement the existing Frank Ogletree Youth Award. It was discussed that the award criteria be based on a quantitative formula, similar to the Breed Ambassador Awards and the Youth of the Year High Point Awards. The award would be announced at the 2024 convention, but not given out until the 2025 convention. Motion made by Joan Todd and seconded by Clif Paulsen. All in favor. Motion carried.
- c. **Horse Show Application Update** – David reported on a meeting that he and Allen had with Donna Smith and Todd Graham in Kansas City about the Monarch Championship Horse Show. They asked for ASHBA to create a fourth tier of



shows that would not qualify for Louisville, but still be recorded and count for high point awards and other ASHBA programs. The shows in this tier would follow the USEF American Saddlebred breed rules along with the banned and suspended lists. Alan recommended to refer this to the Saddlebreds Across America committee for further refinement and then bring it back to the board for approval.

- d. **World's Championship Horse Show Update** – David reported that he and Patricia Edwards met with Scarlett Mattson, manager of the World's Championship Horse Show, to discuss updates to the qualifying requirements for the show. The updates includes clarifying what could and couldn't qualify as a barn show that would count for qualifying purposes.

3. Marketing and Programs Report – Katie Porter

Katie reported much of the marketing efforts to close out the year have been focused on the American Saddlebred Horse Expo in Pennsylvania, the Half Saddlebred Expo and Auction in Indiana and the convention. Also, Katie reported that she is in the process of finalizing a marketing plan for 2024 with the assistance of Joan Todd. The plan would be presented to the board before the convention. And finally, Katie reported that the Journal of the American Saddlebred is in the final proof stage, with the goal of working with Innovative Publishing to get it mailed by late December.

4. Fundraising Report – Kim Skipton

Kim gave an update on the recently launched It's A Wonderful Life Campaign, which offers discounted lifetime memberships through December 31. She encouraged board members who were not already lifetime members to take advantage of the promotion. Kim also gave an update on convention fundraising and announced another major sponsorship in the amount of \$40,000.

5. Youth and Outreach Report – Samantha Robinson

Samantha reported that she sent out over 30 convention promotional boxes to barns across the country to help build excitement around attending the Youth Conference and encourage early bird registrations. Also, she reported that she finalizing a youth survey which will be used to help reshape the youth programming. And finally, she reported that she is in the process of repopulating the Youth Council with new criteria that encourages geographical distribution of the council members.

6. Convention Update – Chris Schubert

Chris reported the convention registration portal has opened and commended staff for creating well-designed convention graphics and an informative page that is easy to navigate. Convention registrations are being run through RegFox, which allows for better control over the convention, including QR codes for admission to individual events. Chris reminded board members to register for the convention and challenged them to help raise at least \$2,500 each by January 15.



7. Registrar's Report – Katriona Adams

- a. **CH Proposals** – Katriona presented proposals from the CH Task Force and Registry Council. A proposed change to exceptions will apply in the event qualifying for a championship class is waived, then points will only be awarded if six or more horse compete in such a class. Another proposed change would include USEF lite competitions in the 5 points earned at USEF licensed competitions. Another proposed change would give 4 points to a World's Grand Champion (1st place) and 2 points to a Reserve World's Grand Champion (2nd place). And finally, another proposed change would allow ASHBA Select Series classes to count along with ASHBA Star Shows. Motion made by Rachel Seifert to adopt the revised rule schedule proposed by the Registry Council, seconded by Joan Todd. All in favor. Motion carried.

8. Treasurer's Report - Rachel Seifert

- a. **Q3 Financials** – Rachel reported on the Q3 Financials, which had been previously reviewed and approved by the Finance Committee. Total income through Q3 totaled \$2,069,392.38, with total expenses of \$1,993,690.21 and a net income of \$75,702.17. Total assets through Q3 totaled \$2,612,579.60 with total liabilities of \$548,136.37. Motion made by Kristen Bagdasarian and seconded by Julie Behrends-Jones. All in favor. Motion carried.
- b. **Financial Management Policy** – Rachel presented a Financial Management Policy document to the board, which had been reviewed and previously approved by the Finance Committee. The policy is designed to put financial controls in place to further protect the organization and staff. The policy, if approved, would be included in the Employee Handbook and would also be available on our website. Motion made by James Nichols seconded by Julie Behrends-Jones. All in favor. Motion carried.

9. President's Report – Allen Bosworth

- a. **Strategic Plan Update** – Alan reported that the board will be given a strategic plan draft over the next two weeks to review before the January board meeting. The goal is to make final changes to the plan in between the January and February board meetings and then present it to the membership at the convention. The board will also discuss a committee restructure proposal as part of the strategic planning process at the January board meeting.



10. Additional Business – Allen Bosworth

David reported the old website will remain operational until we have 100% confidence that the new website will work as designed. Work is ongoing to fix pedigree and membership issues.

11. Adjourn – Allen Bosworth

Rachel Seifert made a motion to adjourn and go into Executive Session, seconded by Joan Todd. Meeting adjourned at 6:27 PM ET.