



AMERICAN SADDLEBRED AND BREEDERS ASSOCIATION, INC.

BOARD OF DIRECTORS MEETING MINUTES

Monday, January 8, 2024 at 5:00 PM ET

1. Call to Order – Allen Bosworth

- a. **Roll Call** – Board Members Present: Kristen Bagdasarian, Allen Bosworth, Jim Cherry, Jennifer Dixon, Larry Hartsock, Anna Marie Knipp, Smith Lily, James Nichols, Christy Parker, Clif Paulsen, Chris Schubert, Rachel Seifert, Joan Todd and Malissa Welke. Absent: Julie Behrends-Jones, Rick Curl, Juliette Dell and Joe O'Brien. ASHBA Staff Present: David Mount, Kim Skipton, Katriona Adams, Katie Porter, Samantha Robinson and Jean Warren.
- b. **Adoption of Agenda** – Allen called for a vote to adopt the agenda. Motion made by Rachel Seifert to accept the agenda as presented and seconded by Anna Marie Knipp. All in favor. Motion carried.
- c. **Approval of December 2023 Board Minutes** – Allen called for a vote to approve minutes from the December 4, 2023 board meeting. Motion made by Joan Todd to approve minutes from last board meeting and seconded by Jennifer Dixon. All in favor. Motion carried.
- d. **Declare Conflict of Interest** – None declared.

2. Executive Director's Report – David Mount

- a. **Sport Horse Year End Awards** – David presented Sport Horse of the Year Awards, as recommended by the Sport Horse Committee. Emerging/Young Sport Horse of the Year: Look Out World, 15328M, owned by Alex Zachman. Sport Horse Owner/Breeder of the Year: A. E. Nelson. Sport Horse of the Year: CH-SH Rockin' in 'Vegas, owned by Claire Nana. Motion made by Chris Schubert to accept all three recommendations, seconded by Joan Todd. All in Favor. Motion carried.
- b. **Kentucky Specialty License Plate Update** – David reported that the National Horseman is assisting ASHBA with artwork for a Kentucky Specialty License Plate. The goal, as recommended by the ELC, is to have membership vote from 2-3 designs. The designs would include one based on the ASHBA logo and one based on an American Saddlebred. Designs would be available to the board at the next board meeting and then unveiled at the convention, pending approval.



c. **Fundraising Update** – David asked Kim Skipton to give an update on the lifetime membership promotion, which ended December 31. Kim reported that the promotion raised \$31,500, with a total of 21 lifetime memberships sold. Also, Kim reported that convention sponsorships are going well, already exceeding totals for 2023.

d. **Youth Update** – David asked Samantha Robinson to give an update on several youth initiatives. Sam reported that a youth survey is currently open and will close after the convention on February 18. The purpose of the survey is to get feedback on the current youth programs and what they would like to see from ASHBA in the future. Also, the Youth Council application window closes on January 22. David asked the Board to consider adding the president of the Youth Council as a non-voting member of the Board.

3. Strategic Plan Proposal – Allen Bosworth and David Mount

Allen reported that Board received a draft of the Strategic Plan in their packet prior to the meeting. Allen thanked the Strategic Planning Committee, led by Cece Hagan and committee members James Nichols, Sophia Fischer and Helen Roy, for all of their hard work over the almost year long process. Allen stated that he would like the Board to vote to finalize the plan at the next meeting so it can be unveiled to the membership at the convention. David will be sending out a survey, so the board can rank key metrics among the the strategic pillars prior to the next meeting.

4. Committee Restructure Proposal – Allen Bosworth and David Mount

Allen reported that ASHBA currently has 32 committees, which is impossible for staff and the Board to manage. From the strategic planning process, it was recommended to have six councils (Marketing/Programs, Registry, Competitions, Development, Finance and Governance) overseeing a significantly number of reduced/combined committees. Allen asked the Board to make any suggestions or comments about the proposed committee structure in conjunction with the strategic planning survey. The board will finalize the new committee structure at the next meeting.

5. Convention Update – Chris Schubert and David Mount

David reported that net sales from convention registrations were currently ahead of last year at this time. The traffic on the convention registration site has been high, with over 2,000 views. Katie Porter reported that convention promotion is being pushed out across channels, including social media, email, website, press releases and email blasts. Kim Skipton has been posting historical convention posts weekly featuring the World's Championship Horse Show at Churchill Downs. Also, over 50 barn press kits went



promoting the convention and youth conference. Chris reported that details are in the process of being finalized across events and she thanked Kim Skipton for all of her fundraising efforts, which already exceed totals from last year.

6. Registrar's Report – Katriona Adams

Katriona reported that she will have year-end Registry statistics available at the next meeting.

7. Treasurer's Report – Rachel Seifert

Rachel reported that she will have the year-end financials available at the next meeting, along with the 2024 budget.

8. President's Report – Allen Bosworth

- a. **Website/Database Update** – Allen reported that there are still issues that need to be addressed with the new website and they will be leaving the old website up until these issues are resolved. Allen thanked staff and Kathie Jacobsen for all of their hard work in getting issues resolved. Allen also reported that they are working on a request for proposal for a new database structure. The current database is antiquated, being built over 15 years ago. He will report back to the board before the proposal is sent out.

9. Additional Business – Allen Bosworth

Allen reported that Matt Linker, the father of the young girl who was injured at Louisville, reached out to ASHBA to request a meeting to discuss improving safety at shows across the country. At that meeting, Matt was invited to speak at the competition management forum at the convention. The forum is for all horse show management and boards.

10. Adjourn – Allen Bosworth

Allen called for a motion to adjourn to go into an Executive Session. Motion to adjourn made by Jennifer Dixon and seconded by Joan Todd. All in favor. Motion carried. Meeting adjourned 6:33PM ET.