



American Saddlebred Horse and Breeders Association, Inc.
Board of Directors Meeting Minutes
Monday, April 14, 2025 at 5 pm Via Zoom

1. Call to Order – Smith Lilly

Board Members Present: Kristen Bagdasarian, Juli Behrends-Jones, Allen Bosworth, Sandy Currier, Jennifer Dixon, Allison Deardorff, Sophia Fischer, Larry Hartsock, Diane Hauslein, Anna Marie Knipp, Smith Lilly, Christy Parker, Clif Paulsen, John Scheidt, Chris Schubert, Rachel Seifert, Joan Todd, Malissa Welke. Including honorary board members: Joe O'Brien and James Nichols

Staff Members Present: Sara Mayer, Katie Porter, Katriona Adams, Amber Moon, Kim Skipton, Samantha Robinson.

Adoption of the agenda. Minutes from the March board meeting were tabled for correction, review and approval at the May 12th meeting.

2. Special Business External Financial Review

Sara Mayer reports that Dean Dorton has resumed work on the financial review, they are compiling policy recommendations.

3. President's Report

Smith Lilly reports that the volunteer committees have been meeting with great enthusiasm. Smith is greatly encouraged by the positive responses. Smith also announces that a convention committee has been formed and will be chaired by Emily Lee. Smith announces that we will have a combined convention of the general membership and the youth conference. Smith addresses the importance of ASHBA's role as a USEF affiliate in preventing suspended individuals from participating in shows. Smith relays USEF's request for ASHBA to notify them if they become aware of shows allowing banned individuals to exhibit.

4. Reports of Special Committees

a. Facilities Committee Report

Anna Marie and Sara share the facilities committee will present 4 options for the current building for future discussion: Plans A cosmetic refresh, B interior renovation, C sell current space and rent, and D relocate and or possibly build. Plans for office renovation and/or relocation options will be further developed and presented. Photos of the office were shown and reviewed for reference.

b. Database Committee Report

The Database Committee reports progress on addressing the association's database move off the USEF servers. Jennifer, Sara, and Chris met with an industry professional with extensive experience in database migration. He proposed conducting a feasibility assessment of the USEF database and websites which could take 6-9 weeks. The committee will continue to meet with him bi-weekly during this period. Chris expresses optimism about the consultants understanding of the registry functions and his ability to communicate clearly. Sara emphasizes that the focus is on migrating the registry database, and the website is a separate component, and highlights the importance of separating the database management from the membership portal access with the marketing website. Next steps are to initiate a feasibility assessment and obtain a written proposal

c. Member and Volunteer Engagement Committee Report

The Member and Volunteer Engagement Committee, Malissa and Sara report that the first meeting was a success and outlined several initiatives. These include launching a recognition program for volunteers, hosting Board briefings and town halls, conducting a membership drive, and creating a members-only Facebook group.

Sara presented proposals for board and committee management software, with Boardable being the recommendation. The Board approved the purchase of Boardable after discussing its benefits in saving staff time and improving organization.

5. Council Reports

a. The Registry Council Report

Kristen and Katriona reported they were having their first registry council meeting in a week. They have had an equine welfare orientation meeting with a presentation by Kathy Jacobson. They have had an outreach committee meeting with Jimmy Robertson as chair. The registry council is looking at its record retention policy and plans to make recommendations. There has been an increase in DNA Kit requests after the fee was reduced. Next steps for Kristen is to fill the empty Sweepstakes committee position.

b. Development Council's Report

Chris and Kim provide an update on the Development Council's activities and plans for the upcoming year. They outline key objectives, including developing a strategic fundraising timeline, implementing new fundraising opportunities, and applying for grants. The council presented fundraising goals for the "Legends of Saturday Night" initiative on July 5th. Chris announces a new organization-wide fundraising effort. The "Legends of Saturday Night" event is scheduled for July 5th at the Carrick House, which is expected to sell out quickly.

c. Marketing Council Report

Joan and Katie report they are developing new marketing initiatives including brand deals, such as Amazon store and license plate. Katie presented the version of Rex McDonald that was the winner of the license plate design. Katie following up with the Kentucky transportation cabinet regarding the production fees for the new

license plates. Katie shared the revised social media policy and will share them with all councils committee members. Their first meeting will be next week.

d. Programs Council Report

The Programs Council, led by Christy Parker, will meet for the first time next week. The Youth Committee has set goals to increase active youth clubs and ASHBA youth activities at horse shows. The Charter Club Council is working on better support and cohesion for charter clubs across the United States. The Competitions Council, represented by Sandy Currier, mentions that the Ashba Horse Show Grant program was modeled after a similar program by the American Morgan Horse Association.

e. Competitions Council Report

Sandra reported that the council discussed the allocation of the budget for grants to financially challenged American Saddlebred competitions. Sandra presented the applications and requested approval for donations to five shows. Sophia, who sits on the board of one of the shows requesting a grant, declared a conflict of interest. The board votes to divide the available grant money equally among the selected shows.

ASHAO Annual Horse Show, held in Ashland, OH
California Springfest Horse Show, held in Rancho Murieta, CA
Denver Queen City Horse Show, held in Denver, CO
Key Classic Benefit Horse Show, held in Monroe, WA
May Classic Horse Show, held in Shelbyville, KY
Mid-America Charity Horse Show, held in Sedalia, MO

F. Finance Council Report

The Finance Council presents the financial statements and budget for approval. Rachel reports that the organization is still positive on net income, though there are variances due to timing of events and accounting changes. Rachel presents a liquidity analysis showing the current financial position. The budget for the year is described as aggressive, with increased revenue targets to offset higher fees. The format of financial reports will be updated based on recommendations from the ongoing financial review. The board approves the financial statements, and Sara presents the detailed budget for review and discussion.

Financial Review and Budget Planning

The team discussed the financial aspects of the organization, focusing on revenue and expenses. They reviewed the budget for the upcoming year, which showed a slight increase in revenue and a decrease in expenses. The marketing budget was highlighted as a significant change, with a focus on breaking up the items such as promotional items and social media expenses. The team also discussed the need for fundraising and the importance of managing the budget effectively. They also addressed the issue of credit card processing fees and the potential for reducing them. Amber to meet with credit card company to reduce fees. The board votes to approve the budget as presented.

6. Additional Business

Smith announced the sad passing of Bill Wise, saying we will miss his input and influence. The board discussed the sweepstakes program, and a letter that had been received. The board discussed that outside advice had been requested and there were no board actions to be taken at that moment.