



**AMERICAN SADDLEBREDHORSE AND BREEDERS ASSOCIATION, INC.
BOARD OF DIRECTORS MEETING**

Monday, June 3, 2024 at 5:00 PM ET via Zoom

1. Call to Order – Allen Bosworth

- a. **Roll Call** – Kristen Bagdasarian, Allen Bosworth, Juliette Dell, Jennifer Dixon, Larry Hartsock, Diane Hauslein, Anna Marie Knipp, Smith Lilly, James Nichols, Joe O’Brien, Christy Parker, Clif Paulsen, John Scheidt, Chris Schubert, Rachel Seifert, Joan Todd, Malissa Welke. Absent: Julie Behrends² Jones. ASHBA Staff Present: David Mount, Katriona Adams, Kim Skipton, Katie Porter and Samantha Robinson.
- b. **Adoption of Agenda** – Motion made to approve agenda and seconded. All in favor. Motion carried.
- c. **Approve May 6, 2024 Board Minutes** – Motion made to approve the May 6, 2024 board minutes and seconded. All in favor. Motion carried.
- d. **Declare Conflict of Interest** – None declared.

2. Executive Director’s Report – David Mount

- a. **USDA/APHIS Update** – David reported that he will be attending the American Horse Council in Washington, DC and will be meeting with USDA/APHIS and members of Congress.
- b. **New Horse Show Update** – David reported that the first meeting of the New Horse Show Exploratory Committee has been scheduled and subcommittees have been populated. Site selection and the organization of the new horse show entity will be the initial priorities.
- c. **External Communications and Public Affairs Update** – David reported that a proposal has been received for external communications and public affairs assistance. The board decided to table this for now.
- d. **Fall inH Person Meeting Update** – The board asked David to reach out to UPHA about having the Fall in² person board meeting in Kansas City during the American Royal Horse Show on either Sunday or Monday the week of the show.



- e. **Introduce New Accounting Manager** – David introduced Amber Moon as the new accounting manager for ASHBA. Amber and her daughter have shown American Saddlebreds for many years.

3. Marketing and Programs Report – Katie Porter & Samantha Robinson

Katie reported that plans have been approved to update ASHBA's stall at the Kid's Barn at the Kentucky Horse Park, with the installation going in before the Lexington Junior League Horse Show. More than 500,000 people visit the Kentucky Horse Park each year and this is a good opportunity to promote the American Saddlebred to a wider audience. Also, Katie reported that they are working on a new hype video for the ASHBA prize programs move to Indianapolis, along with additional promotion in June and July. Samantha reported that youth programming is planned at both the Rock Creek Horse Show and Lexington Junior League Horse Show, which will include junior judging and a youth lunch at Lexington.

4. Fundraising Report – Kim Skipton

Kim reported that she has raised almost \$500,000 through donations, corporate sponsorships and grants. Also, Kim reported that she is soliciting digital media sponsors to help pay for the junior judging app upgrades on the ASHBA app, collecting pledges for the \$250,000 added money for the ASHBA prize programs this year and developing a recurring donation campaign for members which will launch later this year.

5. Registrar's Report – Katriona Adams

Katriona reported that the registration numbers continue to trend upward with 54 more registrations in May as compared to April. Transfers continue to be down, but there is a horse sale in June which should help those numbers.

6. Treasurer's Report – Rachel Seifert

Rachel reported on the financials for period ending on April 30, 2024. Net income was \$89,996.88 with income of \$770,830.40 and expenses of \$680,833.52. Total assets were \$3,099,212.20 and total liabilities were \$904,016.74.

7. President's Report – Allen Bosworth

Allen reported that all of the councils and committees have been populated and have met or plan to meet. Allen reminded the board that the role of the board, council and committee members is not to do the staff's job, but to make sure the organization is aligned with its mission and strategic plan, along with its fiduciary responsibilities. Staff reports to David and David, as executive director, reports to the board.



8. Additional Business – Allen Bosworth

David shared a request by UPHA for ASHBA to continue to sponsor American Saddlebred Classic classes in Kansas City. The 2024 budget includes a \$2,000 Share the Saddlebred grant for this purpose.

9. Adjourn – Allen Bosworth

Allen called for a motion to adjourn to go into an Executive Session. Motion made and seconded. All in favor. Motion carried. Meeting ended at 6:23 PM ET.