



AMERICAN SADDLEBRED HORSE ASSOCIATION
BOARD OF DIRECTORS MEETING
Monday, June 3, 2019 - 5:00 PM
Dial-In: 1 502-242-0216
CONFERENCE CODE: 446026

1. Call to Order / Roll Call – David Mount

- **Roll Call:** The following ASHA Executive Directors were in attendance by conference call: President: David Mount; Vice President: Joan Lurie; Kristen Cater, Sandra Currier, Nancy-Leigh Fisher, Helena Moreno, James Nichols, Joe O'Brien, Evan Orr, Tandy Patrick, Donna Pettry-Smith, Marty Schaffel, Jenny Taylor; Owen Weaver, Candi Aversenti, ASHA Staff: Terri Dolan, Jessica Cushing, Don Quaid and Brenda Newell
- **Adoption of the Agenda** – David Mount asked to get a motion to adopt the agenda, Tandy Patrick made the motion, and Marty Schaffel placed a second motion, and it was approved by majority.
- **Approval of Minutes** – May 6, 2019. Donna Pettry-Smith pointed out that under the President's Report, the code of ethics was passed after the meeting and should be noted. Also later in the call it was suggested that under the First Quarter Financials it needs more detail on the Lordosis grant to reflect when the money was first listed as revenue, then when it is actually expensed. Tandy Patrick made a motion to accept the minutes with these additions/revisions. Marty Schaffel seconded the motion. All were in favor of approval of the minutes.

2. Declare Conflict of Interest – No conflicts of interest to declare.

3. Marketing Committee

- **Devon Horse Show**
 - i. **Facebook**-we reached 73,000 accounts. With Devon content alone, we had over 12,000 engagements. This puts us up 50% over last month in engagements; up 35% on page likes and up 4% on accounts reached for the month with over 2000 more engagements in the past week and 210 new followers for the week. As for the USEF content from Devon on Facebook, the videos we had a part in planning were viewed over 50,000 times and shared 379 times.
 - ii. **Instagram**-we reached over 24,000 accounts last week with our content from Devon. There was upward of 500 account interactions and we reached an average of 15% of our non-follower base.
 - iii. **USEF Numbers**-USEF was unable to have their social media numbers to us in time for the call but by Jessica's calculations there were approximately 6000 views posted on Instagram; 2000 likes of an image of an American Saddlebred used on Instagram and 1000 views on Twitter.
 - iv. **Responses**-There were negative responses as expected when promoting to those not familiar with the breed. Our breed enthusiasts, ASHA and USEF were very helpful and proactive in our statements and included links to the USEF Rulebook, USEF Equine Welfare videos, and directing them to areas to further educate themselves. As she looked back later on the responses, she



did not find any more negative responses. This was a great opportunity to educate families and market to horse enthusiasts. It was also a perfect learning opportunity on how to educate the public and market our breed at other competitions.

- **Strengthen the “Fill the Stands” playbook** and make another resource off this publication which will act as a check list that Horse Shows, individuals, barns and charter clubs can use as an educational guide to market the breed.
- **Podcast**-the Podcast is nearing the point to be ready for roll out.
- **Marketing Meeting with Kentucky Venues**-Terri Dolan
Terri, David, Jessica and Alexandra met with David Beck, Scarlett Mattson, Kevin Moore (General Manager of the facility) and Hoppy Bennett to see how both parties can work better together and be more strategic on our resources. They have had turnover in their marketing department and are looking into hiring an advertising agency. Moving forward, David Beck would like a plan on paper on how we will together promote the show. We will work with In- Mode Publications for our story lines and public relations efforts this year. We have a meeting scheduled for next week. By starting earlier this year we hope to get even more exposure. We are also looking at the Youth Activities for the week and almost have our plan finalized.

4. **Finance Committee-Don Quaid**

- The financials for April were sent with the board meeting packet. Don asked if there were any questions regarding these.
- Lordosis Grant-Donna asked for correction in minutes to better reflect the date it appears in Revenue and then the date it is expensed. Don will get accurate date on this and the correction will be made in the May Board Meeting Minutes.

5. **Registry Report-Sandy Currier**

- **Transfers**

In May there were 134 transfers received with 227 completed. Year to date we have completed 4 more this year than last year.

- **Registrations**

In May there were 138 registrations received with 106 completed this month. Year to date there are 708 received and 495 completed. Year to date compared to 2018 we have received 166 more registrations and completed 4 more.

6. **Bylaws Committee-Tandy Patrick**

The proposed changes to the bylaws were emailed to the committee prior to the meeting for review. Donna proposed to add a sentence that a vote to remove a director would be taken under regular sessions with a roll call vote and notes in the minutes. Helena said to just take out the section about “special meeting” and insert “at open session at any regular board meeting”. Tandy will make these changes and send again for review before a vote is taken by via email before the next meeting. Joe suggested the corrections be made and sent out for document vote and document vote from email and send as an addendum to today's minutes.



7. Report-David Mount

- **Joint Leadership Council**

The Joint Leadership Council met once in May and hopes to meet on a more regular basis so we do not lose momentum prior to May.

- **Organization Task Force Update**

There is a call scheduled for Friday with Kevin Maynard who is the Morgan Horse attorney leading the efforts to study the reorganization of the Association and the Registry into the Morgan Horse model. He is still tweaking the model. Once we get past the task force call on Friday, the next steps and plan will go out to both boards. Kevin and Carrie Mortensen will be present at the board meeting in July for further discussion on this topic.

- **Lordosis Project Update**

A University of Kentucky Doctoral student has been assigned to this project. Dr. Bailey may be present at the board meeting in July for a report.

- **United Horse Coalition**

The Equine Welfare Advocacy asked ASHA to join the United Horse Coalition which is committed to reducing the number of horses at risk with the ultimate goal of alleviating the problem altogether.. Kathy Dunn will give a formal presentation of this at the board meeting in July.

8. Executive Director's Report-Terri Dolan

- **Sponsorship Update**

Alexandra, Jessica, David and Terri and the Sponsorship Committee headed by Candi Aversenti and Joe O'Brien had a call within the last week which allowed for great feedback on the program. We have purchased a software program to track contributions and sponsors and will do a presentation at the board meeting in July.

- **USEF Drugs & Medication Meeting with USEF**

David, Terri and trainers, Larry Hodge, Bret Day, Nelson Green and Dr. Hugh Bailing were in attendance with USEF with the objective of getting better drug medication guidelines for shipping/clipping drugs. USEF feels we should have guidelines by August 1 or sooner. This was a major accomplishment for our breed and will apply for all affiliates.

- **University of Kentucky Equine Program Partnership**

Through Alexandra Harper and her connections at the University of Kentucky we met with the head of that program and agreed to a co-branding opportunity to provide short courses for members of our association and to other breeds. Discounts will be available for the Saddlebreds. Content will be written by experts in the Equine business and professors from the University and will include topics on finance, business plans, farm loans, alternate uses for farms, special events, leasing programs, orientation for clients, how to grow clientele, equine law, vet issues, hoof care, nutrition, horse management, barn management, pasture



management , farm equipment, etc. We feel the co-branding between the two entities will be a great partnership and bring credibility to ASHA and the program. These courses will occur this in 4 to 5 modules over the year.

- **Affinity Program**

We are looking for partners to offer discounts to our members. We are close to signing some agreements.

9. **Old Business**

There was no old business for discussion.

10. **New Business**

There was no old business for discussion.

11. **Adjourn-** Joe O'Brien made a motion to adjourn at 5:49 p.m. Marty Schaffel seconded the motion. All were in favor. The next meeting is the in-person Board Meeting on July 12, 2019.