



Board of Directors Meeting August
Mon Aug 11, 2025 5:00 PM - 7:00 PM EDT

1. Call to Order

The meeting was called to order by the President, Smith Lilly, at 5:00 pm EST.

a. Roll Call

Additional guests in attendance: Kim Skipton, Patricia Edwards, Katriona Adams, Amber Moon.

Attendance

Members

Remote: Diane Hauslein, Sara Mayer, Chris Schubert, Jennifer Dixon, Malissa Welke, Smith Lilly, Kristen Bagdasarian, Anna Marie Knipp, John Scheidt, Joe O'Brien, Sophia Fischer, James Nichols, Rachel Seifert, Allen Bosworth, Christy Parker, Joan Todd, sandra currier, Clif Paulsen, Allison Deardorff, Larry Hartsock, Julie Behrends Jones, Jackie Koch

Notes: John Scheidt Left the meeting at 5:11

Guests

Remote: Rob Brewer

Absent: Chapman Hopkins

b. Adoption of Agenda

The agenda was adopted and the meeting moved forward.

c. Minutes Approval

Minutes from July were reviewed and corrected; a housekeeping change was suggested to move a note about horse show fees under the correct council section. The correction was accepted and minutes were approved unanimously.

d. Declare Conflict of Interest(s)

No conflicts of interest were declared.

2. President's Report

a. CH Points

The board discussed awarding CH points at the Kentucky State Fair Horse Show; the current USEF affiliate agreement provides for the association to award CH points. A meeting with USEF and ASHBA in July clarified that, as long as the SafeSport policies are enforced, points can be given.

A motion passed to award CH points for horses at the Kentucky State Fair Horse Show retroactively for 2024 and going forward provided SafeSport compliance continues. An amendment to restrict this approval to only 2024/2025 failed.

3. Executive Director Report

The Executive Director highlighted operational challenges due to legacy system issues with LinkedIn and the Association's app, noting moves toward centralizing logins and credentials for future staff ease.

A new Programs and Events position is being filled with support from dedicated Human Resources contractor, Jackie Koch, who is also beginning a comprehensive HR audit.

Work is underway to produce a comprehensive Marketing/Branding guide.

The Founders' Circle was launched as a high-level giving society, raising over 900,000 in pledged unrestricted donations during its initial private phase. Founders' have committed to donate \$25,000 - \$100,000 a year each year for three years. The success of the Founder's Circle launch will continue forward with new hosts and participants being encouraged.

4. Council Reports

a. Governance Council

The council continues to work diligently to meet their goals.

b. Development Council

The Legends fundraising event was the largest raised for a single stand alone event ever for the association. It helped to drive donor support over expectations. Donor enthusiasm and the importance of directly asking for support were emphasized.

c. Registry Council

i. Amnesty on Application for Registration Fees

An Amnesty Program was approved for February 2026, allowing older horses to be registered for a flat \$100 fee.

ii. Half Saddlebred Committee

A new, ambitious Half Saddlebred Futurity Program was approved, modeled on successful Arabian English Pleasure and Arabian Western Pleasure Association programs, with breeding auctions and greater cross-breed cooperation.

d. Competitions Council

No report

i. Select Series Proposal

The council motioned and approved updated qualifying periods for national and regional competitions. The new qualifying period starts immediately after the ASHBA Select Series Championships in September and ends immediately prior to the Championships.

ii. Licensed Official Proposal

Approval was given to hold two judges' clinics (Las Vegas/UPHA convention and Lexington/ASHBA convention), with scholarships and sponsorships being developed to encourage diversity and access.

e. Program Council

A Charter Club resource guide was completed and circulated; additional marketing initiatives are ongoing as new hires and staff transition.

i. Charter Club Resource Guide

A charter club resource guide was completed and circulated.

f. Marketing Council

Marketing initiatives are ongoing as new hires and staff transition. Work is underway to produce a comprehensive marketing/branding guide.

g. Youth Council

Youth Council reported continued growth and high engagement with events.

h. Finance Council

The Council reported on investments and highlighted strong performance and an ongoing emphasis on diversification. The association's financial statements reflect an improved outlook due to pledges and event income. Questions regarding liquidity and the necessary reconciliation of financial items were asked and discussed.

5. Special Report: Brewer Private Wealth

The board was provided an update via a presentation by Robert Brewer on the portfolio of the association.

Robert A.A. Brewer, WMS CRPC[®], AIF[®]

Partner / Director Private Wealth

6. Reports of Special Committees

a. Database Taskforce

The taskforce continues technical assessments, expecting a feasibility report on technology directions by the end of August.

The task force to meet in person before the end of August.

b. Membership & Volunteer Engagement Committee

The committee had no report this month as it researches added benefits for the association and new ways to recognize members and volunteers.

c. Facilities Ad Hoc Committee

The committee is engaging a space planner to produce renovation proposals and initial designs for the association's office, with a budget approved for planning. The board approved a \$3000 expense to create proposals.

d. Nominating Committee

There are 24 active nominations for board positions so far, with processes and communication efforts emphasized in the discussion. Nominations close soon.

e. Audit Committee

The board approved a budget for the 2024 financial review at the discretion of the audit committee and the Executive Director, based on a final professional recommendation.

Preparations were made for the release of the Dean Dorton financial review summary to the board and members, pending final legal and administrative steps.

7. Executive Session: Financial Updates

Adjourn to Executive Session at 6:35

An Update of the Financial Review from Chapman Hopkins was read by the Executive Director.