



4083 Iron Works Parkway

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AMERICAN SADDLEBRED HORSE ASSOCIATION MINUTES OF THE BOARD MEETING

MONDAY MARCH 5, 2018

5:00 EST

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- 1. CALL TO ORDER/ROLL CALL:** The following ASHA Executive Committee members participated at this meeting: President David Mount, Vice President Joan Lurie, Treasurer Leslie Rainbolt-Forbes, Secretary Sandra Currier; Executive Board Members Kristen Cater, Elizabeth Goth and Holly Nichols. Board members present were Candi Aversenti, Allen Bosworth, Scott Hagan, Cheryl Innis, Emily Lee, Evan Orr, Tandy Patrick, Donna Pettry-Smith, Marty Schaffel, Jenny Taylor and Owen Weaver.
 - 2. ADOPTION OF THE AGENDA:** Donna Pettry-Smith moved to adopt the agenda with two amendments and with a second from Joan Lurie this passed unanimously.
 - 3. APPROVAL OF THE MINUTES:** Tandy Patrick moved to adopt the agenda with a second from Marty Schaffel this passed unanimously.
 - 4. DECLARE CONFLICT OF INTEREST:** No one had a conflict of interest to declare.
 - 5. INFORMATION TECHNOLOGY UPDATE:** Cynthia Lowell (Communications and Technology Manager) reported that the development of the first phase of the ASHA app is underway. The first phase will be exclusively for the WCHS and include a search function for entries, post live results and judges' cards, post class splits and push announcements. There will be advertising opportunities available to offset the development costs.
 - 6. STRATEGIC PLAN COMMITTEE UPDATE:** Marty Schaffel (co-chair of the Strategic Plan Committee) reported that the committee polled board members on their top priorities for the ASHA. The committee's goal is to take the five or six key priorities and make a one-year strategic plan out of them, which will be a precursor to a five-year strategic plan.
 - 7. BYLAWS COMMITTEE UPDATE:** Tandy Patrick (co-chair of the Bylaws Committee) reported that the committee has assembled sample bylaws from other equine organizations (Arabian, Morgan and USEF) to compare with the ASHA bylaws. The committee is in the process of identifying proposed changes and encourages board members to submit any suggestions for bylaws changes to the committee.
 - 8. FINANCIAL REPORT:** David Mount presented the December 2017 financials in place of Leslie-Rainbolt Forbes (treasurer). The ASHA ended the year (2017) with \$115,472 in net earnings, which





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exceeds the 2017 budget by approximately \$2,600. The December 2017 Statement of Financial Position shows that current assets are up approximately 16%, investments are up approximately 11% and receivables are down approximately 50% over the prior year (2016). Donna Pettry-Smith asked a question about the membership dues revenue for 2017 and why that number was higher than the number of memberships sold in 2017. The reason for the difference was because of a carryover of membership dues revenue from the previous year (2016).

9. **MARKETING COMMITTEE UPDATE:** Allen Bosworth (chair of the Marketing Committee) reported that the Marketing Committee has been divided into three subcommittees. The first subcommittee, Media Advertising led by Jason Gersham and Tiffani Frey, will work on the media plan. The goal of this subcommittee is to have the actual media plan in place for the second half of the year (2018) at a \$50,000 level. The second subcommittee, Social Video led by Ashely Russo and Allison Lambert, will work on creating a standardized look for the ASHA sponsored videos. The third subcommittee, Sponsorships, will work with the ASHA Development Committee and chair Candi Aversenti to standardize sponsorship materials and incorporate the ASHA Demographic Study done by the University of Louisville.
10. **OLD BUSINESS:** There was no Old Business to discuss.
11. **NEW BUSINESS:** David Mount reported that Sandy Currier has been elected president of the American Saddlebred Registry and will be resigning as secretary of the ASHA, but will retain her board seat. The floor was opened for nominations for secretary. Holly Nichols nominated Owen Weaver, no other nominations were made and the nominations were closed. Holly Nichols made the motion to elect Owen Weaver as secretary. Candi Aversenti moved to second and this passed unanimously.
12. **EXECUTIVE SESSION:** Tandy Patrick moved to adjourn the meeting and move into executive session. The motion was seconded by Joan Lurie and was approved unanimously.

David Mount moved to adjourn the meeting at 6:34pm. Candi Aversenti moved to second and this passed unanimously.

