



Board of Directors Meeting June
Mon Jun 9, 2025 5:00 PM - 7:00 PM EDT

1. Call to Order

The meeting was called to order by Smith Lilly at 4 pm EST

Attendance

Members

Remote: Diane Hauslein, Sara Mayer, Amber Moon, Katie Porter, Katriona Adams, Samantha Robinson, Kimberly Skipton, Patricia Edwards, 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

Absent: ASHBA ADMIN, Julie Behrends Jones

Notes: Jennifer Dixon Jennifer was absent for roll call, joined later in the call towards the end

a. Adoption of Agenda

Smith led the adoption of the Agenda

b. Minutes Approval

i. 5.12.25 Board of Directors Meeting

Minutes approved with two date changes.

ii. 5.19.25 Special Meeting of the Board

Minutes approved.

c. Declare Conflict of Interest(s)

No conflict of interests declared.

2. Voting Item: Consent Agenda Items

Sara explained a new process for handling consent agenda items, particularly for governance proposals in July.

a. Agent of Record Letter

The board approved Sara as the agent of record to handle former staff members' accounts with certain companies.

3. President's Report

Smith discussed a letter sent to some, but not all, members of the board and then posted on social media by a member who also serves on a committee. Smith reported that he had called the member to discuss the member's concerns and the organization's social media policy.

4. Executive Director Report

Sara discussed the complexity of the registry process and the need for better visibility for applicants, noting that only 5% of applications are completed on the first submission. She suggested creating an online system that allows applicants to check the status of their applications and see what information is missing. Sara agreed to provide more details on the database and registry process at the July Board meeting.

a. Staff Update

Sara announced staffing changes, including Patricia's promotion to Membership and Volunteer Engagement Coordinator and Melody's new role as Operations Coordinator.

b. Sweepstakes Update

The organization is finalizing an agreement for the sweepstakes, which will be Patricia's last duty in her previous role.

c. Hosted Dinners

Sara mentioned a potential donor offering to host a dinner with prospects to share the organization's vision and seek contributions.

5. Council Reports

a. Finance Council

i. Treasurer's Report

The report covered financial updates from Rachel, who reported on the organization's financial position which was slightly better than the projected and emphasized the importance of fulfilling pledges to maintain liquidity. Rachel also gave a summary of financial statements.

ii. Negotiation of Credit Card Fees

Amber discussed transitioning to new credit card processing accounts, which will reduce fees from 5-7% to 2.2%, with the new system expected to be in place before the legends event.

b. Competitions Council

Sandy reported on a successful zoom call with show secretaries and managers, clarifying distinctions between affiliate, non-affiliate, USEF, and lite shows.

c. Youth Council

The Youth Council is working on promoting the Youth Division and seeking information on an equitation rule, while also revisiting historical trading cards.

d. Marketing Council

Joan reported that the Marketing Council has been divided into subgroups focusing on member highlight stories, website revamp, affiliate marketing, and regional social media influencer outreach.

e. Program Council

The Program Council discussed updating the lesson barn directory.

i. Youth Plan

Samantha presented a comprehensive youth programming plan for 2025, including junior judging events, the addition of a new junior judging high point award, and updates on youth clubs, which now number 11.

ii. Voting Item: Convention Budget Approval

The board discussed the proposed budget and registration numbers for the 2026 convention and youth conference. Katie presented a preliminary budget of for the convention and for the youth conference, with ticket prices to be determined later. Concerns were raised regarding a detailed agenda and schedule, which Sara explained was due to the need to approve a budget before executing and finalizing hotel contracts. A preliminary expenditure for the convention was approved to allow for initial planning and space reservation.

iii. Voting Item: Junior Judging High Point

The board approved a Junior Judging High Point Award and the criteria associated with the award.

f. Registry Council

i. Prize Programs

Weanling Registration Deadline

The board approved extending the deadline for yearling registrations to June 30th.

ii. Half Saddlebred Committee

An online auction for Half Saddlebred charity fundraising was approved.

g. Development Council

The Development Council reported strong progress on fundraising, with 26 tables sold to date (including sponsor tables) and a great deal raised from horse sponsorships. The event is close to capacity but may need additional donations to reach the established goal. The prize wall initiative has over 45 items donated and will include 5 Antigua/Panama trips among the prizes.

The meeting covered several key updates and developments. Kim reported securing a bar sponsor and Tito's as a vodka sponsor for an upcoming event, marking a significant step in establishing relationships with major corporations.

h. Governance Council

Sara discussed the Governance Council's progress on streamlining the bylaws change process through a new form-based system.

6. Reports of Special Committees

a. Database Taskforce

Sara highlighted the Database Task Force's achievements, including improvements to database features and a pending AWS grant to support moving the database to the cloud.

b. Membership & Volunteer Engagement Ad Hoc Committee

Malissa and Sara discussed the upcoming Board and Council Briefing to take place on June 16th, they discussed the success of the Facebook group and the ongoing work of the member benefits work group and the volunteer recognition work group.

c. Audit Committee

No Report

d. Nominating Committee

- Update provided in Discussions on boardable

7. Adjourn to Executive Session

The board received a report of the external financial review progress.