



4083 Iron Works Parkway

Lexington, KY 40511

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## **AMERICAN SADDLEBRED HORSE ASSOCIATION**

### **BOARD OF DIRECTORS MEETING MINUTES**

Monday, September 14, 2020

#### **1. Call to Order – Marty Schaffel**

- a. Roll Call** – The following ASHA Board of Directors were in attendance: Mary Schaffel, James Nichols, Owen Weaver, Allen Bosworth, Candi Aversenti, Kristen Bagdasarian, Kristen Cater, Sandra Currier, Ali DeGray, Elisabeth Goth, Emily Lee, Joan Lurie, Helena Moreno, Joe O’Brien, Evan Orr, Tandy Patrick, Cliff Paulsen, Any Dix Rock, Chris Schubert, Jenny Taylor, Nicole Foster Beck and Rachel Seifert. The following ASHA Staff Members were in attendance: David Mount, Jessica Cushing, Samantha Geller and Jean Warren.
- a. Adoption of Agenda** – Marty called for a motion to accept the agenda with no change, a motion was made by Sandra Currier seconded by Elizabeth Goth. All were in favor and motion carried.
- b. Ratify/Approval of ASHA Board Meeting Minutes** – Marty called for a motion to accept and ratify the minutes from the last meeting, motion was made by Allen Bosworth, and seconded by Sandra Currier. All in favor, motion carried.
- c. Welcome Guest** – Marty welcomed Anna Marie Knipp, who is the co-chair of the Reorganization Committee with Chris Schubert.

#### **2. Meet New ASHA Programs Manager – Samantha Geller**

David Mount introduced Samantha Geller, the new Programs Manager for ASHA. Samantha has a MBA from the University of Kentucky, where she was previously worked in communications at the Gluck Equine Research Center and UK Equine Programs. She rides hunter/jumpers and eventing. She has already started on her first solo project which is a youth initiative fundraiser.

#### **3. Marketing Committee Report – Allen Bosworth & Jessica Cushing**

Jessica reported the World Champion Horse Show was very successful from a social media and app perspective. ASHA had 1,600 new downloads for the app, along with 50,000 views during the show. With regard to social media, because of COVID restrictions we had to get creative for social media content and rely more on volunteers



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and participant submissions for content. This generated content with over 300,000 views on Instagram and Facebook. Our videos on Facebook were viewed a total of 53,000 minutes and reached 104,000 accounts. The top viewed video was from Ali DeGray. Our app and social media sponsors saw an increase in traffic on their sites and were very pleased with their sponsorships with ASHA. Also, we had almost 50 First Timers registered and end up with over 80. Again, because of the COVID restrictions we had to find creative ways to implement the program this year and ended up putting goodie bags together for all of the participants that included their ribbon and delivered them to the stalls before the show. David Mount concluded by saying because of the pandemic we learned how to do activities at the WCHS not only more creatively, but more effectively too. Including a significant cost savings by not having staff stay over for the run of the show.

#### **4. Reorganization Committee Report – Anna Marie Knipp & Chris Schubert**

Anna Marie and Chris reported that a Reorganization Committee outline was sent out to board members prior to the meeting. They discussed the importance of getting information out to both boards in advance of the in-person joint meeting at the end of October. It was discussed to give subcommittee updates to both boards and allow a question and comment period before the in-person meeting. Joe O'Brien made a motion that Anna Marie, Chris and David continue with the committees to set up guidelines for the reorganization of the merger with a focus on financials and report to the board at the October meeting. Sandy Currier requested that the motion be amended to include all committee member present. Joe amended the motion and it was seconded by Kristin Bagdasarian. All in favor, motion carried.

#### **5. Registry Report – Sandy Currier**

Sandy reported thru the end of August registrations received were 88, completed 99, received YTD 710, completed YTD 848, increase of 8 over August of last year, completed down 57, completed down 106 YTD. Transfers received were 174, completed 215, received YTD 1668, completed YTD 1745, compared to 2019, received is up by 28, completed this month up by 72, received YTD down 95, completed YTD down by 15. Also, Sandy reported that she put together a meeting with other breed registrars, with the help of Carrie Mortensen at AMHA, to discuss how they do business and what trends they are seeing for 2020. David Mount and Lisa Duncan participated in the meeting.



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## **6. Operations Committee Report – Amy Dix Rock**

Amy stated that an Operations Committee Report was sent out with the board packet. The Operations Committee proposes the following changes to the ASHA Committee Policy document to be effective for the 2021 calendar year:

- a. Requirement for committee members to be ASHA members for 1 year
- b. New committee application process and form
- c. Creation of new committee charters
- d. Board sponsor for each committee

Also, three new committees have been recommended and include: Diversity and Inclusion (standing), Operating (standing) and Research (ad-hoc). Three committees have been recommended to be retired and include: Legal, Pleasure Disciplines and Strategic Planning. The revisions for the document have been presented in a final draft for adoption. Motion was made by Candi Aversenti to approve and adopt, seconded by Elizabeth Goth. All in favor, motion carried. Amy added there are 24 charters in total to be reviewed and amended if necessary.

## **7. Treasurer's Report – Allen Bosworth & David Mount**

- a. **August 2020 Financials** – Allen stated that financials were sent out to the board prior to the meeting. He reported that for August we are right on budget. The budget has been amended to reflect the JLC Horsemen's Relief Fund grants from \$978,000 to \$996,000. He reported that we are anticipating most of the PPP loan to be forgiven and the balance sheet is strong. David added that the income statement does not reflect the PPP loan, which as Allen said we are anticipating that most of it will be forgiven. Once it is forgiven it will come off the balance sheet as a loan and be reflected on the income statement. David also stated that expenses are down by almost \$219,000 from last year, but memberships are still down about 10%.

## **8. Executive Director's Report – David Mount**

David reported a communication is going out this week to members to request nominations to the board of directors. A new board nomination form in fillable PDF format has been created and is on the website. Nominations will be accepted via mail, email, fax and over the phone. David then gave a recap of the WCHS and stated that despite concerns before the show that the show went off without any major incidents. He noted how a clear line of communication with Kentucky Venues, Kentucky State Fair Board and the WCHS helped inform members, along with the WCHS Town Hall hosted



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by David and Allen. There was a lot talk from both trainers and exhibitors in general how much more they liked the show without the fair, both from a convenience standpoint and the opportunities it could create for the Saddlebred community to really promote the show to the general public. David has been in contact with the ASHA's State Fair Board representative to moinitor whether or not the show made money.

**9. President's Report – Marty Schaffel**

Marty stated that the ASHA needs to start the conversation about separating the WCHS from the fair. He indicated that the WCHS Advistory Committee is not functioning properly and that needs to be addressed as well. Joe O'Brien suggested that ASHA sets up a meeting with Scarlett Mattson to voice concerns about the show, Advisory Committee and other issues that negatively impact our breed.

**10. New Business/Old Business – Marty Schaffel**

No New Business or Old Business to discuss.

**11. Adjourn – Marty Schaffel**

The meeting was adjourned at 7:03 pm by motion from Joe O'Brien and seconded by Elizabeth Goth. All were in favor, motion carried.

**The next board meeting will be on Monday, October 5, 2020 via Zoom. The next in-person board meeting will be held October 26-27, 2020 at Spy Coast Educational Center in Lexington.**