

4083 Iron Works Parkway
Lexington, KY 40511
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AMERICAN SADDLEBRED HORSE AND BREEDERS ASSOCIATION, INC.
BOARD OF DIRECTORS MEETING
May 3, 2021 – 5:00 p.m. ET

1. Call to Order – Joe O’Brien

a. Roll Call – Julie Behrends-Jones, Rick Curl, Ali DeGray, Larry Hartsock, Anna Marie Knipp, Emily Lee, Joan Lurie, Helena Moreno, James Nichols, Joe O’Brien, Evan Orr, Cliff Paulsen, Chris Schubert, Rachel Seifert, Kim Skipton, Missy Hughes Smith, Jenny Taylor, Joan Todd and Owen Weaver. The following ASHBA Staff members were present: David Mount, Amy Quatman, Katriona Adams, Jessica Cushing and Jean Warren.

b. Adoption of Agenda – Joe called for a vote to adopt the Agenda. Motion was made by Anna Marie Knipp and seconded by Kim Skipton. All in favor. Motion carried.

c. Approval of Board Minutes – Joe called for a vote on approval of previous board meeting minutes. Motion was made by Helena Moreno and seconded by Ali DeGray. All in favor. Motion carried.

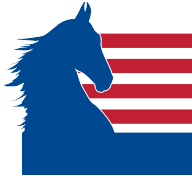
d. Declare Conflict of Interest – Joe ask if anyone had a conflict of Interest to declare. There were no conflicts of interest declared.

2. New Logo Proposal – Allen Bosworth, Allison Lambert and Jessica Cushing

Allen reported that the new logo being presented, brings in the breeding aspect of our business, and a contemporary look. They worked with Allison Lambert and her graphic design team on the new logo. Allison reported that the font and colors were modernized in addition to adding the foal. Jessica reported that from a staff perspective there are many functional uses available with the new logo. The new logo is more attractive and readable than the old logo. Joe stated that the new logo was very well done and the committee did an excellent job. Joe called for a motion to approve the new designed logo. Motion was made by Chris Schubert and seconded by Joan Todd. All in favor. Motion carried unanimously.

3. Breeders Challenge Proposal – Todd Graham and Jenny Taylor

Jenny reported that plans are moving along for the Breeders Challenge Stallion Auction at the WCHS. David reported that he has been working with Kentucky Venues on securing the Saddlebred Café for the auction, but a final decision has not been made on whether or not there will be a café this year. Once that decision has been made plans can either proceed there or another location. Todd reported that EventMix has been hired to promote the program and plan the auction. Advertising will start by June and eventually be paid out of the program’s revenue. Jenny confirmed that the Lexington Junior League Horse Show has agreed to host the \$100,000 Breeder’s Challenge class on Friday night in 2022. The stallion service donors and stallion service



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buyers will be the only ones eligible for the class. David stated that the board voted during the last meeting to move forward with the program and there is money in the marketing budget to cover advertising costs until they can be reimbursed.

4. Registry Council Report – Anna Marie Knipp and Katriona Adams

Anna Marie reported that new policies and procedures are being put in place as a result of the merger to ensure the continued success of the prize programs and that ASHBA would continue to fulfill its obligation for the programs. She further said that a new agreement needed to be put in place between ASHBA and Bill Wise (along with the Sweepstake Committee) to replace an outdated agreement from 2003. Anna Marie made a motion to form a task force to draft a new agreement and meet with Bill Wise. The motion was seconded by Kim Skipton. All in favor. Motion carried unanimously. The members of the task force will include Anna Marie Knipp, Emily Lee, David Mount, James Nichols, Todd Graham and Chris Schubert.

5. First Quarter Financials Report – Chris Schubert and Amy Quatman

Chris reported a Summary Financial Report was sent to the board prior to the meeting. She reported a net income of \$87,489.46 for the first quarter with \$358,482.78 in revenue and \$270,993.32 in expenses. She reported a total cash position of \$1,235,697.99 with \$3,541,083.57 in total assets. Motion made by Kim Skipton to approve the financial report. Seconded by Rick Curl. All in favor. Motion carried.

6. Executive Director's Report – David Mount

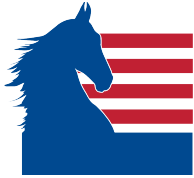
David reported that an annual giving campaign will be launched next month and will be supported by a new donor management platform with better integrations than the previous platform. He reported that Vibrant Brands has started work on the new website with the real design work starting at the end of the month. He will keep the board updated and ask for input once the design phase starts. He also reported that the Operations Committee will be reaching out to committee chairs that have not submitted their 2021 charters and objectives with the goal of getting all of the charters on the website by June.

7. President's Report – Joe O'Brien

Joe reported that another trip is planned to Ocala to finalize details for the show. The prize list is in close to being finalized along with sponsorship and seating prices. More details to come after the trip.

8. Additional Business – Joe O'Brien

Jenny gave a Stallion Sweepstakes updated. Kristen Bagdasarian will be contacting stallion owners to secure stallion services. Money from the Stallion Sweepstakes will go to the State Futurity programs. Tickets sold will be earmarked for the State Futurity of the purchaser's choice. She hoped that the State Futurities would support the program which in turn would support them.



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9. Adjourn – Joe O’Brien

Joe called for a motion to adjourn. Motion made by Kim Skipton and seconded Anna Marie.
All in favor. Motion carried. The meeting adjourned at 7:10 p.m. ET.

Next Meeting Monday, June 7, 2021 at 5:00 p.m. ET