

WQHA Board of Director's Meeting

February 7, 2016

Holiday Inn & Convention Center, Fond du Lac

The meeting was called to order by President Kathy Doyle at 9:00 am. Roll Call was taken and with 20 voting members in attendance: Kathy Doyle, Nikki Schultz, Ron Miller, Jerry Laumer proxy for Larry Spratto, LaRue Wills, Stephanie Lynn, Dawn Beihoffer proxy for Zoe Miller, Michele Andrade, Jessica Bradley proxy for Rhonda Spratto, Cindy Tousey, Jim Ramthun, Robert Schmitz, Bob Wills proxy for Danyelle Gabbert, Brenda Lindvall, Keri Smith, Linda Berg, Sara Hauer, Larry Lemke, John Schmahl. Committee Chairs: Diane Baier, Tim Schmahl. Additional Attendees: Scharleen Schmahl, Dawn Beihoffer, Jessa Haupt, Pat Miller, Nancy Ruehle

Secretaries Report – Michel Andrade asked to add language to Article XIV to further detail action. The Bylaw changes were read from the Annual Meeting Minutes and anything additional to the By Laws will need to be presented for change at the 2016 Annual Meeting. Seconded by Jerry Laumer, motion carried. BOD Minutes from October 27, 015 - Ron Miller made a motion to accept, Larry Lemke seconded, motion carried.

Treasurers Report – Ron Miller reviewed the emailed financials noting \$57,500.42 in Checking/Savings, \$3,510.00 in AR for Directory Ads that were invoiced. Ron also provided a WQHA Budget for 2016 listing Income and Expenses for the WQHA. He suggested that all Committee Chairs prepare and email monthly reports prior to the BOD Meetings. John Schmahl noted that the Banquet information is a separate mailing as there were no ballots this year. Linda Berg asked for number meals, number of rooms for the Banquet. She also asked for a detailed report of awards, the average per piece price and per piece embroidery expense. Ron reported \$22,000 in awards income for 2015 and he explained it is beneficial for WQHA as Pat Gauthier purchases in bulk to get discounts, free shipping, etc. and bills only what we use for WQHA from that order. Cindy Tousey stated that the committee needs the details so they can budget for 2016. Stephanie Lynn suggested that the new committee request the info from Pat. Linda Berg will contact Pat and said it is necessary for transparency of committees so information is available and recorded with the WQHA. John Schmahl said award income is hard to calculate due to final numbers from State Show not in at year end. Kathy Doyle noted that the “value” made it difficult to value equivalents as most items were discounted. Jerry Laumer made a motion that committee chairs provide year end expense report and budget for 2016. Motion withdrawn as that was a Bylaw change made at the 2015 Annual Meeting already. Jerry Laumer made a motion to accept the Treasurer's report, Jessica Bradley seconded, motion carried.

Ron requested that we accept Cargill/Nutrena's proposal to Direct Deposit to WQHA. Cindy made a motion, seconded by Michele, motion carried. Ron will provide routing info.

Ron noted the WQHA computer is currently using Windows 8 and we are in need of a Quickbooks update. Tim Schmahl directed him to update to Windows 10. Michele Andrade made a motion to purchase upgrade to Quickbooks, seconded by Cindy Tousey, motion carried.

2016 BOD Meetings – Kathy Doyle requested that committees meet and provide reports and recommendations to the BOD at meetings to cut down on length of time at meetings and to ensure we are making decisions based on Committees findings. Linda Berg asked that Committee reports be included with Agendas if action is needed or a vote is required. If no activity, email Nikki that as well. Ron noted a meeting “packet” ahead of time will significantly change time and ensure accurate decisions and time for BOD to review info.

Discussion was held on location of meetings. Brenda Lindvall said you can't hear at Faro's, many suggested staying at Holiday Inn. Larry Lemke made a motion to stay in Fond du lac, Michele seconded, motion carried. Linda Berg asked about conference call and Skype option for those traveling far. Kathy Doyle will check to see if the Holiday Inn can provide room for meetings and check on ordering dinner to help with room cost. She will check on Conference Call option.

2016 Meeting Dates:

Tuesday, April 5th - 6:30 pm at the Holiday Inn & Convention Center, Fond du lac

Tuesday, June 7th - 6:30 pm at the Holiday Inn & Convention Center, Fond du lac

Tuesday, September 20th - 6:30 pm at the Holiday Inn & Convention Center, Fond du lac
(End of September and by November 1st – District Meetings need to be held)

Tuesday, November 1st - 6:30 pm at the Holiday Inn & Convention Center, Fond du lac

- Nomination Meeting, Proposed By Law Changes, Annual Meeting held concurrent

December – Ballot validation meeting

January, 2017– General Membership & Annual Meeting to be held during the Banquet weekend

Larry Lemke asked that BOD and Annual Meeting by combined. Discussion to hold Annual or General Meeting during the Banquet. Jerry Laumer made a motion to move the Annual Meeting to the Banquet weekend. Stephanie read current Bylaws, Motion withdrawn as a Bylaw change is necessary. For District Meeting agendas this needs to be noted to change the Bylaw at the November 1st meeting. Jessica Bradley made a motion to accept the proposed meeting dates, Jerry seconded, motion carried.

Show Coordination – Tim Schmahl handed out a spreadsheet detailing the Back number fee and \$1/entry changing to \$4/horse/judge from 2009 forward. Tim reported on average there are 136-140 horses per show calculated to be \$4/horse/show and getting rid of back number fee. For 2015 \$25,664 income to the WQHA yearend awards. He suggested eliminating Back Number position, Nikki noted Diane submitted Back Number Job Description includes maintenance, cleaning, prep of equipment also though. Much discussion ensued. Diane Baier noted that shows are “eating” the \$1 per entry themselves, not charging additional on showbill. Tim noted surrounding states charge flat fee per horse and that exhibitors realize these fees are needed for awards. Linda Berg noted that the Bar Code & reserved Back Number is worth paying the Back Number fee. Tim said we would still reserve Back Number, print bar codes and suggested auctioning off popular back numbers. Nikki noted exhibitors will see \$4/judge on their bill. Tim noted the show would not have to charge, this would be what show paid to WQHA and you could include it in your entry fee or flat fee. Tim said State Show with 6 judges would be within \$100 of \$1 per entry vs \$4/judge. Jessica Bradley and Pat Miller noted that a Jr HUS at \$1/entry now has to pay \$4/judge. Linda Berg was concerned with changing showbills and Show & Contest rules at this point for 2016. Jerry noted membership loss and cultivating new memberships was necessary. He noted sending an email with membership reminders to help income.

Breeding is down, futurities are less; how do we cultivate other revenue streams? Stephanie Lynn noted a need to evaluate Tim's proposal in asking that all exhibitors that shows to pay for yearend awards and that we need to make the shows more inviting. Discussion of all around horses receiving more awards than single class horses. Robert stated he thought shows had better numbers in classes if shows offer a flat fee. Kathy Doyle and Stephanie Lynn stated they didn't think we could make a decision today on this. Jerry asked what are the consequences of this decision? Maybe the income will be the same but we need to avoid the membership being angry about a change. Kathy Doyle noted that most horse shows would have to charge the \$4/judge fee on their showbills, if a show builds it in their entry fee, and not charge separate, the cost per class would be a big increase to the entry fee. Ron Miller noted that the All Around horse will be paying much more, the one class halter horse less thus would the show payment to WQHA be a wash and not charging the Back Number would give the exhibitor perception of a cost savings. Diane said fee may be charged as an office fee, horse fee depending on show management decision of how to bill this or build in. Jerry Laumer made a motion to eliminate Back # fee, and to bill shows for \$4/horse/judge in lieu of \$1/entry per Tim's proposal, seconded by Kay Deboir.

Additional discussion ensued with Linda Berg noting that we did not receive spreadsheet in advance to review info. She noted that in 2012 there wasn't complete show data. Tim explained average number of horses is 140-150 horses for the shows he had data available. Robert asked income from Back Numbers last year. Tim noted proposal did not include \$1000 salary, \$.50 of the \$4 accounts for Back Number. Vote was taken with 15 voting to approve, 2 opposed (Jessica and Michele) and 3 abstained (Kathy D, Nikki and Brenda). Larry Lemke noted as a single entry exhibitor he will pay higher fee if he can show for good points. Linda Berg noted better entries with flat fee if additional cost isn't incurred by entry fee option only. *(NOTE: email correspondence from 2/10-2/23 initiated after the meeting with additional concerns after evaluating the spreadsheet further, with Directors input and voting on whether to table this until 2017 is on file with Minutes.)*

Show & Contest Rules – 15 judges was changed to 12 judges due to new rule of 30% of total, Pat Gauthier noted Novice Youth and Novice Amateur was missing, and Linda Berg noted language not consistent for Select. See "yellow highlights." Linda Berg suggested eliminating list of suggested classes and make suggestion of divisions. She asked why if placing 9th we don't get a point for that palcing. Tim explained table and Ron explained that AQHA wants another place in case of a DQ. Linda asked about 200 point vs 300 point for youth and decision was made to leave rule as is with Award Committee to review. Tim noted it is a cumulative award though. John said nationally youth is up, Larry Lemke corrected that youth is down about 15% at AQHA. Larry noted AQHA rule for High Point Walk/Trot classes will not be receiving an award from AQHA. Nikki to update Show & Contest to \$4 per judge. *(Note: this was tabled after 2/10-2/23 emails and left at \$1/entry.)*

Show Coordination Income – Kathy Doyle supplied Show Coordination income and budget for 2016. Will need to updated to reflect No Back # income, and \$4/judge.

Affiliate Achievement Award – Diane Baier suggested that Jerry Laumer take this on as he had commented on the need to increase membership, futurities, etc. The old applications can be used for background info. Jerry accepted and Nikki will email info to Jerry Laumer.

Awards – Katie Kosobucki, Jessica Bradley, Becky Ruehle, Linda Berg, Gwen Frisch, Cindy Tousey, Danyelle Gabbert, Lisa Zurn to review info with Kathy Doyle and get price/piece. They will

select chair for Awards Committee and Banquet Committee. Who will get leftover items from Pat and store? Linda Berg will eliminate Pat Gauthier at Initial Design.

Banquet – Scharleen Schmahl reported 170-185 meals is average for last several years. Holiday Inn was great to work with and let them bring in own dessert & let people take home leftovers. They adjusted number of people at tables, instead of mandating tables of 8. Danyelle & Jessica will check on facilities and dates for 2017. John Schmahl noted that some hotels put “hold” on rooms end of January pending Packer playoff games and may cancel your event. This year 10 rooms were booked, usually 25-30. They noted that they didn’t get online reservations, but since you need to send in a check mail would have been the only option.

Hall of Fame – Three new members were suggested for committee: Jerry Laumer, Janice McGauley, Carol Klamrowski. Diane Baier asked why a “person” was not inducted. Brenda Lindvall explained that there was not a 2/3 vote and it was noted that three members were not in attendance. There is no proxy voting nor absentee voting. Board suggested changing rule to majority vote and to leave nominees on list rather than dropping off after three years and needing re-nomination. Update HOF forms to go to Robert. *(NOTE: email from Kathy Schroeder from 2/7 be added as an addendum to minutes noting she provided information the day prior to the meeting of potentially being late, and then texted thru out the afternoon of the meeting being unable to attend for medical reasons.)*

Midwest Horse Fair – Booth is \$480. Ask AQHA to be involved – John to check with Wendy at AQHA. Pat Miller said AQHA wanted 2 spaces in Expo but didn’t want to sponsor. **AQHA would need to put in request now, for sure by August 1st for 2017 spot.** Attendance of Professional Horseman and National Directors involvement at booth? John stated he has enough help for this year but resigning for next year. Larry Lemke will be liaison, and Stephanie Lynn will assist for 2017. WQHYA to provide coloring sheets or activity sheets as well as selling Raffle tickets. Robert & Stephanie will donate free memberships for drawing for a new member. Sign is needed. Jessica Bradley noted a friendly and welcoming front is needed at booth.

Membership – Tim Schmahl reported 578 members for 2016. Becky Ruehle noted 327 on Directory mailing list. We need to encourage membership renewals on emailed newsletter. There was discussion on updating the email that is received after online membership application thru Paypal. (This was tabled due to potential of new website and thus new paypal format.)

National Director – Larry Lemke provided a report for review and noted the upcoming AQHA National Convention. John noted the AQHA Convention/Committee topics will be online. Pat Miller asked that our WQHA representatives note the proposal that if a Show Mgr/Show Sec changes then a show would be considered a new show. Stephanie Lynn noted her concern and voice opposition.

Newsletter – Becky Ruehle provided Directory & Newsletter Income and Expenses. Income from ads of \$8870 and Expenses of \$5365.15 thus a Profit of \$3,504.85. She suggests for 2017 that the Directory be shipped in plastic to prevent damage. The BOD expressed their thanks to Becky for her work on making this a profitable magazine. 2017 Estimate for 500 copies \$5414.97, 750 copies \$7045.47. Newsletter 2016 proposed profit of \$3823.00. She proposes a December Deadline for a “Year End” Directory and to do flat price (not member vs non member). John Schmahl noted Tim doesn’t get AQHA DQ’s until end of October for State Show and that there was a large stack. Nikki corrected that info as Lisa Busby only received on three horses and they were dated third week of September. Becky asked for approval to purchase a “hard drive” with one terabyte. Nikki made a

motion to approve up to \$250 to purchase the hard drive, Brenda seconded. Motion carried. Diane Baier asked about proofing of Directory and Tim requested it be noted on website and Spring Newsletter to “please note” with correction on their date/month and Cap Gun location. Pat Miller noted that even national publications with staff have corrections or changes.

Open Show Program – 2012 - 73 enrolled at \$20; 2013 - 72 enrolled at \$20; 2014 – 50 enrolled at \$20; 2015 – 27 enrolled at \$25 per division. Michele Andrade made a motion that Lisa Zurn chair and an initial budget of \$300 for copies and to operate the program. Ron Miller seconded, motion carried. Keri Smith will be WQHA liaison and help with promotions. Michele Andrade will help with promotions also in her area. Jim Ramthun suggested a voucher be given for use at State Show. Ron Miller noted that Lisa needs to verify memberships with himself and Tim to audit nominations and memberships. Tim will supply a membership list.

Scholarship – LaRue reported no applicants this year so the money will rollover, needs to see an “all” report to know total. She proposes it be a “restricted” account. At the Banquet the auction brought in \$760 and she thanked donors. The application needs to read for youth or adult.

State Show – Nikki noted no changes to the 2016 proposal than what was present previously to BOD. Robert noted that Slot Class Winners will be in the Spring Newsletter. Jerry suggested a 2 year old class or 2-3 yr old Maiden class. Michele asked about Premier Quarters. Robert is working on updating classes and payouts for 2016.

Website – Nikki requested that the website be updated code to mobile friendly, Google approved format. USAgnet would provide unlimited updates and unlimited pages, develop a “Content Management System to allow us access, will provide web traffic stats, provide up to five free email accounts with wqha.com domain. The cost to rebuild is \$2,800 with an annual renewal fee and updates for \$1,400 per year. Nikki made a motion to approve the change to new website at cost stated. Michele Andraded seconded. Motion carried. Nikki will request log in information. Tim asked that shows be provided a log in for changes that occur during a show. Would like to be live March 1st depending on data transfer. Diane voiced concern of expense, Nikki noted that we spent over \$4800 with Strawberry Fields for updates in 2015. We should be able to evaluate the budget for newsletter and website expense of \$15,000 per year and reduce that significantly as now publication are making a profit instead of a loss to the association. Publications are already invoiced and are profitable.

Wisconsin Horse Council – Ron Miller provided a handout and went thru info regarding Midwest Horse Fair, the Liability policy they provide to members, Open Show judges certification, their part time lobbyist, grants and trail committee and their Champion Challenge Show program. The WQHA membership is up for renewal. Jessica Bradley made a motion to approve the \$100 to have a voting member on the Board, Ron Miller seconded. Motion carried. Ron will be staying on Board.

Youth – New Officers inducted and Bylaws were updated at their meeting yesterday. They will be posted on the website.

Bylaw Review – Linda has questions and noted problems in current bylaws. *She will mark up and send so the BOD can review and discuss prior to the District Meetings.*

Motion to Adjourn made by LaRue, seconded by Robert. Motion Carried, 1:44 pm.

Respectfully Submitted,
Nikki Schultz