

WQHA Board of Director's Meeting
January 25, 2015
Radisson Conference Center – Green Bay, WI

The meeting was called to order by President Kathy Doyle at 8:59 am. Roll Call was taken and with 17 Board members in attendance: Kathy Doyle, Kathy Schroeder, Nikki Schultz, Ron Miller, Larry Spratto, LaRue Wills, Michele Andrade, Rhonda Spratto, Cindy Tousey, Robert Schmitz, Danyelle Gabbert, Brenda Lindvall, Keri Smith, Linda Berg, Sara Hauer, Larry Lemke & John Schmahl. Additional Attendees: Diane Baier, Anne Lemke, Pat Miller, Scharleen Schmahl & Tim Schmahl.

A thank you was extended by Kathy Doyle to John & Scharleen Schmahl for their work on the Banquet as well as to the Decorating and Awards Committee.

Meetings for 2015 – Kathy Doyle asked the Board their preference on meeting Quarterly vs six times per year. Larry Lemke suggested the executive committee could meet between meetings if necessary. Options were discussed. Michele Andrade made a motion to keep meetings at six times per year, Sara Hauer seconded. Motion Carried.

2015 WQHA Board Meetings will be held at 6:30 pm at Faro's in Fond du Lac:

Tues., March 3rd

Tues., May 5th

Weds., July 15th

Tues. September 22nd

Sat., October 31st 10:00 Board Meeting, 1:00 pm Annual Meeting – Note Location is at the Holiday Inn

Mon., December 7th – Ballot Verification

Nikki Schultz asked that Board Members response to meeting notice and agenda email to ensure a quorum.

Secretaries Report - Minutes from November 1, 2014, amended Financial Report to be balance of \$60,065.54 and a starting balance January 1st of \$35,955.47. Amended Old Business paragraph one and two to add Novice Youth and Novice Amateur to All Arouns for 2015. Ron Miller made motion to approve amended minutes, Michele Andrade seconded, motion carried.

Treasurers Report – Balance Sheet 2014 Year End shows \$61,363.60 in Checking/Savings. Ron Miller noted that this balance does not include payments that will be made for the 2014 Awards and Banquet, the WQHYA starting balance of \$1000, and it includes funds in reserve for the Scholarship Fund. Ron would like to provide copies of the Bank Statement, Reconciliation, and Financials to Board Members prior to meetings. LaRue Wills noted that all account numbers need to be blocked out prior to emailing for security purposes. Ron noted on the graph provided that the WQHA has a cash flow issue in January thru April.

Linda Berg asked what awards costs will be, and what other costs are expected the next couple of months. Ron explained approximately \$23,000 for awards which is the \$1 per entry collected, and approximately \$6,000 more to be paid for Directory. Show Insurance Policy is paid to Lawrence Equine

Agency in April, Liability Policy is paid to Ellerbroek & Associates in June or July. Michele asked for a list of annual/fixed expenses. Robert Schmitz mentioned we have been cutting expenses and we are trying to generate new income sources. Nikki asked if we could move any other expenditures out of the first quarter to help funding. Pat Gauthier suggested that in past years the paid positions were paid after June.

Danyelle Gabbert asked if the WQHA had a Marketing/Fundraising Committee. Pat Gauthier said she is willing to assist with a local "back to basics" event, a tack swap and other ideas. Michele will help with this committee. Pat Gauthier asked for a link on the WQHA website to Initial Design for WQHA wearables sales.

2014 Taxes & 990 were filed by the accountant LaRue worked with previously at the cost of \$775.00. 990's for 2009-2012 were filed with the taxes. Ron Miller and Kathy Doyle have copies of filings. We are okay to apply for Raffle License renewal per LaRue and Kathy Doyle.

Show Coordination – Kathy Doyle stated over 250+ awards were given and a lengthy discussion on year ends award was had. Tim Schmahl suggested consistency in the listing of classes on showbills. Non AQHA classes need to be consistent in age, naming. Nikki stated some members are asking for shows to consider Nov Am Hunter and Eq Over. Pat Gauthier explained they went back to just WQHA logo items for 2014 for identity and marketing of the association. Several Board Members suggested offering options for members who get numerous awards so they are not receiving so many jackets and blankets. Pat Gauthier and Pat Miller suggested tiers of Gold, Silver & Bronze. Linda Berg asked that later, once these are established, that we let exhibitors know. Kathy Schroeder asked if we could purchase Gift Certificates at a discount for 2015. Cindy Tousey said yes, Pat Miller said yes, but not at 20% as chaps are a fixed item without other additional sale possibilities. ARC shipping is very expensive, Ron Miller noted you can request to have 3 trophies shipped per box for cost savings. Nikki suggested that Trainers names be listed on point standings and year end awards and that a membership list be posted at shows so people know if their membership is expired.

For 2015 Shows need to word as follows if offering these classes:

Small Fry – 10 & Under

Leadline – 7 & Under

Non Pro English

Non Pro Western

Rookie – leave classes same as 2014

Currently the Show & Contest Rules state to be eligible for a year end award a class must be offered 10 times or an exhibitor must earn 20 points. Michele Andrade made a motion to increase "offered at 10 shows" to "offered at 15 shows", Robert seconded. After additional discussion, Michele amended to strike the word "offered" and change shows to judges ie "show to 15 judges," Robert seconded and motion carried.

Committee Reports:

Banquet – John Schmahl thanked Scharleen and Tim, and the set up and awards committee. 181 meals were served, down about 9 from previous year.

Hall of Fame – Robert Schmitz reported that the HOF committee is currently seeking three members to serve on the committee.

Horse Fair – Booth is set to go. Larry Lemke said they will conduct a sign up of potential new members for a WQHA membership. There was discussion of WQHA Wearables being sold but due to sellers permit it won't be at WQHA booth but possibly Closet Space or another vendor. Pat Gauthier asked about Horse A Rama, John Schmahl stated it had gotten too small to be worthwhile.

Newsletter – Kathy Schroeder received final ad last week for the Directory and has a deadline of March 1st for Ads & Showbills for the Spring Newsletter. Pat Miller suggested each show have a page but not be limited to a complete showbill. After reviewing the Show & Contest rules, that is fine.

Scholarship – LaRue stated \$885.00 was raised at the Banquet; no applicants for the scholarship this year. Ron Miller explained that Wisconsin Horse Council actively advertises in statewide publications for applicants and that the scholarship is paid direct to the school. LaRue explained because the amount is smaller she pays to recipient so they can use for books, etc.

State Show – Nikki and several committee members visited the New Holland facility at the open house held last week. All judges and stewards are hired. Committee is working on showbill.

Horse Council – Ron Miller explained that the WHC is now using a digital newsletter and charging any member that wishes a printed copy an additional \$10. As of Wed evening, they have less than 100 memberships out of over 700 requesting the printed copy. They hope to realize several thousand dollars in savings by moving in this direction. The biggest problem with using this format is the slow DSL connections in rural areas.

Youth – Kamryn Krutchen was named 2014 Sportsmanship Award Winner; Melanie Louys and Katelyn Schultz Booster Award Winners.

National Directors – Kathy Schroeder showed the 2015 AQHA Rule Handbook that is now available and said new membership cards were being printed with the AQHA 75th anniversary emblem. More AQHA information will be available after the National Convention to be held March 6th-9th. Larry Lemke stated Registrations and Transfers are up 2% and that Life members can request a 75th anniversary membership card. John Schmahl announced Coys Bonanza will be inducted into the AQHA Hall of Fame. Five members are seeking a position on the AQHA executive committee and encouraged everyone to get their memberships paid as those are down. He also explained the Novice Champs has outgrown facility in Murfreesboro, TN and Lexington, VA is being looked at. Larry Spratto asked National Directors to give AQHA membership feedback regarding AQHA salaries and leveling. Larry Lemke explained that members need to fill out suggestions forms and rule change forms to AQHA.

Old Business – At the Annual Meeting it was suggested the Secretary post agendas and minutes to the website. Kathy Schroeder will provide log in for this area of the website to Nikki or they can be emailed to Kathy to post.

Michele Andrade and Linda Berg asked if minutes could be emailed to the Board to review so that they could be posted to the website in a timely manner.

Nikki explained that Stephanie Lynn has a number of businesses for Member Benefits program and asked Kathy Schroeder for a spot on website to list them. Nikki asked if Website "About" tab could be changed to Info/Forms as members ask where to find forms on our website.

New Business – Larry Lemke and Michele Andrade suggested a skeleton letter regarding leveling be sent out to the membership. Nikki asked if Tim could list the Open Riders name on the Awards for 2015.

Motion to Adjourn by Larry Spratto, seconded by Danyelle Gabbert, motion carried at 12:27 pm.

Action Items:

Ron Miller - provide a list of annual/fixed costs

Pat Gauthier & Michele Andrade – check for dates to do a local “back to basics” event

Pat Gauthier & Tim Schmahl, Awards Committee – establish a tier system for 2015 Year Ends

Tim Schmahl – Post Membership List at Shows

Tim Schmahl – Include Open Rider name on point standings and year end awards

Kathy Schroeder – provide a Wearables sales link on the WQHA website to Initial Design

Kathy Schroeder – update Show & Contest Rules to reflect wording “shown at 15 shows” and to strike minimum points required to be eligible for a year end award

Kathy Schroeder – change “About” tab on website to Info/Forms

Larry Lemke & Michele Andrade – Leveling letter to be sent to membership

Stephanie Lynn – provide list of businesses and their discounts to Kathy Schroeder for website and pdf of Member Benefit Form

Nikki Schultz – Email Minutes to Board within 7-10 days of meeting

Respectfully Submitted,

Nikki Schultz