

WQHA Board of Directors Meeting
March 15th, 2022 – Zoom
Minutes

Meeting was called to order at 6:30 pm by WQHA President Nikki Schultz. In attendance were the following: Nikki Schultz, Ron Miller, Jerry Laumer, Tim Schmahl, Robert Schmitz, Kathy Sheahan, Brenda Lindvall, Jim Ramthum, Jean Sandmire, Linda Berg, Elise Sheard, and Lisa Zurn.

The secretary's report for January meeting was passed with the addendum of meeting attendees. *Motion by Ron, second by Jean.*

Financial report included update that invoice for all publication ads were sent. *Report passed with motion by Elise and second by Linda.*

National Directors report included updates on entries for Level 1 Championships, which look strong. Applications for AQ Executive VP are open.

Awards committee clarified that the Wisconsin Bred Horse award was given as intended: awarded to current owner with recognition & certificate to breeder. Board concurred, was awarded as intended for 2021.

Banquet report included note that with the income from the dessert auction, there is approx. \$1,100 in reserve for 2022 Banquet. Venue options still being reviewed, concern expressed over looking at larger (more expensive) venue options with decreased number of shows offered in 2022.

Hall of Fame forms have been updated for 2022 applications / nominations.

In preparation for the Midwest Horse Fair, supplies have been ordered from AQHA by Stephanie, and Elise is resending shared sign-up sheet. Reminder to encourage non board members (amateurs, youth, etc.) to sign up to represent WQHA at booth.

Membership committee reported that discount offer for 3 year memberships (as voted on at January 2022 meeting) is now reflected online and on all forms. Clarified that discount is intended to run through 2022 membership season – accurate.

Publication report included recommendation from current editor to increase advertising fees for 2023 publication to account for increased printing and mailing costs. Report also included resignation of current editor Becky Ruehle. Nikki will reach out to Iowa and Minnesota editors who had expressed previous interest in serving as Wisconsin publication editor. Options will be discussed further at May and July meetings. Cover ads will be shared on website and emailed newsletter.

Open show program discussion included conversations about how to be more inclusive and welcoming to open show participants as an association. Lisa already sending welcome letter when individuals sign up, but said that news and updates to continue to share would be appreciated. Recommendation to continue to communicate ability to haul in to shows and participate for any desired duration – stall purchase and entire circuit participation not necessary.

No updates to report on scholarships.

Show coordination reported that scribe / steward school will be run at Wisconsin Horse Council judges seminar. WQHA to provide lunch, will run from 11am – 1pm on April 9th.

Updated showbill available on WQHA and TNT website for State Show and Slot Classes.

The Wisconsin Horse Council is working to finalize preparations for 2022 Midwest Horse Fair, working through staffing concerns at Alliant Energy Center.

Reminder that the Youth will be hosting a breakfast and a cookout at Paper Valley show. Excited to have new parents and families become more involved with WQHA Youth.

Vision Planning committee reported on meeting: reiterated the purpose of committee as to look to plan for the protection and growth of WQHA membership and AQHA Horse participation in the state of Wisconsin. Hope to build and maintain a roadmap for current and future leaders to grow association. Discussed need for membership ‘hook’ – perhaps welcome packet with membership. Open show participants often face ‘sticker shock’ when first transition to AQ shows, participation is cost prohibitive. Recommendations include: open show for 2023, clinics at show(s). Will need to commit 3 years to plan to increase chance of long term success. May agenda to include further discussion and assignment of tasks.

New Business: Recommendation to develop role that is sponsor development and liaison, incentivized with percentage of new / increased sponsors for the WQHA. Need for clear and distinct guidelines and regulations for position. Much discussion over need to protect other shows within this potential program – can’t let sponsorships be ‘taken’ from other WQHA shows. Intention to develop increased sponsorship levels across the board, but this role specifically for WQHA / State Show. More details to be discussed at May meeting, proposal for July meeting.

Reminder to send out online auction notification.

Meeting Closed.

Next meeting May 17th, 6:30 pm – in person.