

WQHA Board of Directors Meeting

January 29, 2023

Radisson Hotel and Conference Center - Fond du Lac, Wisconsin

The meeting was called to order at 9:04 am by past President Nikki Schultz. Also in attendance Stephanie Hicken, Jerry Laumer, Judy Zeitler, Tim Schmahl, Ron Miller, Pat Miller, Robert Schmitz, Brenda Lindvall, Krystle Kuhse, Danyelle Gabbert - Wiechert, Jim Ramthun, Missy Baker, Jean Sandmire, Linda Berg, and Amy Bucholtz.

Secretary's report for the November meeting was approved. Jerry Laumer moved to accept the secretary's report, and Linda Berg second it. The financial report was sent electronically. In summary of the financial report: a profit and loss snapshot from January 1st to December 31st 2022 was discussed. We need to be creative in getting sponsors and other ways of making money, ie. selling WQHA attire. Quarterly reports have been submitted. 10-99's for the 10 paid employees have been sent out as well. Danyelle will send checks to Ron, if there is a lot of cash then Danyelle will write a check and keep the cash, please have two people view and sign that it is correct. Please separate the money from the banquet into where it was from, ie. food auction. Signatures for checks are not completely up to date as Judy needs to be added. Jerry added that we are probably the most prepared group for hard times - like Covid- thanks to great leadership from Nikki and the board during financial hardships. We are showing a negative trend though and we need to be open to ideas to raise money. Jerry currently has \$3,200.00 pledged in sponsorships for the 2023 State Show. Jerry would like to make a goal to come out ahead even if it is \$1.00. Jerry is invested in this club and wants to keep the club going. Jerry doesn't want to see the club have to dip into our CD's in a few years. Tim and Trish said that the state show was down 25 stalls from 2021 to 2022. They think we could increase costs at shows. The proposed idea for 2023 is to increase camping, stalls, shavings and entries by at least 5%. Tim said we need more than just an increase and we can't rely on donations alone. Tim thought we

could sell wearables and possibly partner with other shows. Jerry said we need to be open to changes. Let's make a goal to at least break even. Nikki said that Alliant charges \$36,000 base fee, and then we are charged for add ons such as dividers for stalls, camping and tables. The 5% increase is charged on the \$36,000.00 and then the \$10-\$12,000.00 in add ons is added at the end. That is why we are charged \$52,000.00 to show at the Alliant Energy Center. Judy stated that we need to be open minded about change. Amy asked if we could renegotiate the contract. Nikki said that we have and do, but there is nowhere else to go. Amy stated if we are losing money then why do we continue to do it? Stephanie asked if we can continue to add different classes like the Amature LL to draw more people from further distances. Jerry asked if we can add paint classes to the state show as NSBA classes to bring more horses and add more stalls. These are all ideas that can be discussed by the committee. Shavings give us back \$1.00 a bag. Tony has to rent equipment to distribute bedding which makes them more. Nikki asked if we could maybe have people volunteer to unload and deliver bedding to bring the cost down, but didn't think we could get volunteers to help. Linda questioned the 5 year comparison of the paid employees. Linda asked if the editor was under the paid employees and the directory fees. The editor, treasurer and points/membership are the paid roles. The directory and postage is the only cost in the directory fee. Linda stated that the memberships are not covering costs like they should be. We need more memberships. Stephanie Hicken made a motion to approve the treasurer's report, and Linda Berg second it.

Thank you Danyelle for stepping up last night and stepping in for Ron as MC of the banquet. Thank you for being a great voice for WQHA for the night! Great job! Roughly 24 people could not attend due to weather so the prepared food was donated to the St. Katherine Drexel Shelter. Danyelle said numbers were slightly down from 2022. Using the online platform for RSVP's was amazing and is non-negotiable for further banquets. There were 151 reservations, but only 127 in attendance. \$550 was raised on desserts, and \$950 was raised on silent auction items.

Vicki graciously took on completing the slideshow next year since she has all of the pictures from doing the directory.

Nikki was able to be under budget for awards. We no longer have to pay \$1,000.00 in IT maintenance. That \$1,000.00 was given to the awards budget. TNT maintains their own equipment. Nikki looked at other year end awards. Minnesota gives gift certificates as year end awards, and that could be an option for winners to choose from. Nikki also thought it would be wonderful to introduce George Stauffer at the State Show dinner since he is always there.

Membership item: WQHA needs to reach out to members who haven't renewed their memberships.

Action items for March:

Determine set up/take down person for Midwest Horse Fair.

Check board member memberships - board members need to have memberships.

Action items for July:

Do the silent auction for covers of directory at the State Show during slot classes. Try to use a reserve of \$500.00 for example. If reserve is not met then do it online.

Open show items from Lisa Zurn:

Exhibitors loved awards and prizes.

Lisa wants to share more on the WQHA website and FaceBook page.

Upcoming Clinic:

Spring Tune-Up Clinic at West 20

April 22, 2023

8am to 5pm

W4812 State Road 20, East Troy WI 53120

Clinicians will be:

Stephanie Lynn

Jeff Greaves

Jim Ramthun

Trista Born

Showmanship, Horsemanship, Equitation, Driving and Attire will be gone over. Breakfast and lunch will be served. There will be a \$30.00 fee. RSVP to Pat Miller at 608.225.8018. WQHA will pay for a Boosted post on Facebook. Nikki will reach out to Ozaukee county's horse project and Stephanie will reach out to Fond du Lac's horse project. Nikki and Stephanie will also be there to assist. Judy will provide Outlaw Enterprise goody bags. Pat asked for WQHA to use \$500.00 for the food. Nikki made a motion to accept and Stephanie second it. Expenses for this will be: insurance \$150.00, Facility \$0.00, Food \$500.00, Ad for website and Facebook \$200.00, thank you's to clinicians \$200.00, travel expenses for clinicians \$1,500.00 for a total of \$2,500.00. Income: attendance will be \$3,000.00 to \$4,500.00.

We can try to have trainers donate a lesson and raffle them off at events like this. WQHA should set up a table at the Spring Showdown on May 6th in Elkhorn. This is a huge open show and WQHA could draw in some open show people to the WQHA open shows. We could bring examples of year end awards to show people.

WQHA needs to promote scholarships. The WQHA scholarship has \$7,400.00 in the fund as of January 29, 2023. The Bound scholarship is not just for youth and can be for any type of class that deals with horses. It can even be used to purchase equipment for taking photos of horses.

Dates and promo show bills have to be to Vicki by February 1st, and Tim will make sure she gets them.

Lara will head the slot classes. Robert and the rest of the committee will assist. Alec Martin also said that he would help if needed.

WQHA website renewal is \$1,525.00 and it is already paid.

The 2023 Horse Council is \$100.00. Missy made a motion to make this payment.

Stephanie second it.

7 youth members wanted to sign up to be social directors. The youth will continue to do their fundraisers at shows and during their youth parties. Nikki will email Stephanie the names of the youth board.

Old business:

- Table scribe training to the October meeting.
- Table the District 9 from being from any state to May meeting.
 - By Law change at the October meeting.
- Table the National Director conversation to the March meeting.

2023 Meetings:

March 21st in person - Radisson in Fond du Lac

May 16th zoom

July 18th in person - Radisson in Fond du Lac

September 19th zoom

October 28th in person - Radisson in Fond du Lac

9:30 am show meeting and 12:30 pm contest meeting

Approve paid positions

Nikki motioned to adjourn the meeting at 12:15 pm, Amy second it.

