

Wisconsin Quarter Horse Association – Board of Directors Meeting Minutes
March 18, 2025 at 6:30pm
Radisson Hotel & Conference Center - Fond du lac, WI

The WQHA Board of Directors Meeting was called to order at 6:33 pm by WQHA President, Judy Zeitler.

Meeting Attendance

Absent: Stephanie Hicken, Tracey St Mary & Shelley Tooley

Additional Attendees: Awards Chair – Sherri Albinger and Banquet Chair – Trish Schmahl

Secretary's Report

- Nikki noted that the Youth did not owe the Board but rather the BOD would be cutting a check to the Youth Association, so she requested that that sentence be struck.
- It was suggested that the Show Coordination section be rewritten as bullet points and add quotation marks as information is copied from Alliant email.
- Edit Slots section to Slot Suggestions from 2024 and these are not Rule Changes.

Pat Miller made a motion to approve these changes and Alec Martin seconded. Motion carried.

Action Item – Stephanie to edit the above in the January minutes and submit to the website.

Financial Report

- Ron Miller reported that the Directors Liability Coverage- went from \$709 to \$822 for 2025
- **Ron explained that the bank needs specific authorization from the BOD to open bank accounts as approved by the BOD at the November Meeting. Tim Schmahl made a motion specifically directing the WQHA Treasurer, Ron Miller, to open bank accounts on behalf of the WQHA. Alec Martin seconded. Motion carried.**
Action Item – Ron will open accounts for delegated fund accounts
- Nikki Schultz & Travis Born asked Ron & TNT Events about working together so the WQHA Quick Books Categories and TNT Events Categories matched. This would allow easy reconciliation after the WQHA State Show & Slots between the two.
- Alec Martin made a motion to approve the Financial Report and Leah Grundman seconded. Motion carried.

National Directors Report

- As an AQHA National Director, Judy Zeitler toured the AQHA offices & Museum. She noted the Hall of Fame area was interesting to see. Tim Schmahl will be completing his tour in April.
- Both Judy Zeitler & Tim Schmahl will be attending the AQHA Convention next week. Committee agendas are available on AQHA's website.
- Judy noted the Horse Protection Act will be a significant topic of discussion.
- Tim noted the Registration & Show agenda has a large number of items to discuss.
- Gail Peteler asked about the stored semen agenda item and why it was a concern. Judy explained that with dilution of bloodlines, breeders and prospective owners would like to

see stored semen be able to be used after the death of a stallion. On the otherhand, in the racing industry and ranch owners they have differing opinions.

- Tia Koehler shared that at the Palomino National Convention; Palomino bred is now open to three generations back from a foal. As an owner you can send in AQHA papers showing your horses color lineage to get approval.

Committee Reports

Awards:

Sherri Albinger emailed the final awards report to the BOD prior to the meeting. She noted that the embroidery charge was a few hundred more than she had budgeted for. Sherri additionally submitted the proposed 2025 budget and reminded the BOD that until the income from \$1 per entry is received and number of exhibitors meeting requirements she will need to update the BOD on budget status through out the coming months. Sherri asked the BOD for input from exhibitors on awards and if they liked having a “catalog” of options. Traditionally, horse and people items alternated but she suggests offering a mix of core options each year with some specialty items offered annually. The feedback from the BOD was in agreement with this suggestion.

Leadline Year End Awards – Sherri noted that there were 18 leadline exhibitors this past year and only 3 attended the Banquet. She asked for BOD approval that the exhibitor, family member, horse owner or someone be a WQHA member. Tiffany Born made a motion that Leadline Year End Award winners must have an individual or family membership to receive a year end award. Alec Martin seconded. Motion carried.

Small Fry Year End Awards – Sherri suggested that small fry participants also be recognized in addition to High Point and Reserve. Nikki Schultz made a motion to approve, Alec Martin seconded, Motion carried.

WQHA Bucks – Trish Schmahl asked if these were only given to those year end award winners that didn’t meet minimum requirements. She suggested they be an option for all Year End Award Winners. After discussion the BOD approved doubling the amount of the nominal awards for WQHA Bucks.

WI Bred Awards – Sherri explained that it is a requirement for exhibitors to sign up for this award and last year only had a few.

Action Items: Lisa Zurn to include WI Bred in an upcoming newsletter. Judy suggested that we check with Strickland’s for making awards or checking with local shop class. Sherri will check into these options.

Banquet:

Trish Schmahl reported that the 2024 Banquet stayed within budget with \$8600 expensed and \$8800 in income as previously emailed to the BOD. For 2025 they are checking destination locations to have the Banquet be a weekend event for families to attend. They also have the Banquet penciled in at LaSure’s as well. Nikki mentioned not traveling to far western WI if most attendees were from SE WI. Krystle mentioned Tundra Lodge in Green Bay.

Tim Schmahl asked for input about the change in format to increase attendance. For example: Awards, Meal & Entertainment and all meetings earlier in the day or on Sunday.

Action Item: Trish will do a survey to get feedback on location and format.

Hall of Fame:

New Board members were updated on how the HOF works with three members serving 3 year rotating terms so there is always a core group of 6 that are familiar with how the selection works as 3 rotate off and 3 new rotate on. The Chairman runs the selection meeting but does not have voting privileges.

2023 – 2024 Jessica Bradley (Carol Klamrowski – deceased) & Kathy Doyle

2024 – 2026 Lynn Egan, Kurt Heling & Alec Martin

2025 – 2027 Gigi Baily, Scharleen Schmahl & Roy Schwab (verify with chair)

Last year was over budget due to 12 meals, 12 corsages/boutaneers and additional pages needed in Directory due to 6 inductees. Expense of \$730.13. The rules had previously suggested max of 2 per category so as not to minimize the number of nominees for future selections.

Action Item: *The BOD would like to include the HOF Mission Statement and HOF Rules on the HOF page of the website. Verify 2025 – 2027 members.*

Horse Fair:

Missy Baker & Korie Hall will be setting up the backdrop and materials. Nikki received the order from AQHA of marketing materials. Missy reported they will have sweatshirts and tshirts to give away and one WQHA membership per day. Pat Miller will pick up the WQHA packet and get the two tickets that come with booth to “will call” for those volunteering. Ron Miller will donate his tickets to the WQHA. Volunteers are needed! Nikki made a motion to purchase extra tickets for those volunteering if needed, Alec Martin seconded. Motion carried.

Membership:

Tim reported the membership list is up to date on the WQHA website. 364 memberships currently and that is pacing as usual for this time of year.

Newsletter & Directory:

Nikki reported that the Directory printing has been completed, and Vicky will get extra boxes to TNT at the MN show to save on shipping expenses. Ad Income of \$11,660, estimated printing of \$8180.00

Discussion was had on including the membership listing in 2025 (2026 printed issue) and that discussion was tabled for a future meeting. The new flipbook is on home page and prior Directories are on the Advertising tab.

Open Show Program:

Ron reported \$1500 in income for 2024 with \$1394 expenses for awards. To date there is \$600 in income for 2025. Lisa submitted itemized award expenses of \$1164.44.

Nikki asked about an email received from Lisa Zurn on behalf of the All Star Classic and Sue Kempfer Weeks holding AQHA rookie and novice classes. Tim explained they would need to apply to AQHA and this would not be a WQHA approved show for year end awards as not a full slate of AQHA classes would be offered.

Scholarship:

Keep advertising the WQHA and Bound scholarships. Tiffany Born suggested using funds for a grant to use throughout a youth show career to be used once per age group.

Pat Miller suggested a possible grant towards riding lessons. Tim & Pat explained the Saddlebred Academy program and hunter leases and maybe we could implement something to bring in new people with funds.

Show Coordination:

No budgeted expenses for 2025 anticipated Tim reported.

Nikki explained the new pilot class being offered by AQHA, English Versatility. Brett Cumberledge is going to sponsor prizes for the Open portion of this class to be held at Cap Gun and the State Show. Non Pro Versatility is also being offered.

State Show & Slot Classes:

Nikki & TNT updated the BOD on the previously emailed 2025 Budget Proposal & that the Alliant Contract was pending updated pricing and inclusions. An executive committee meeting may need to be held to approve the final contract once it is updated to match the agreement from the meeting. The fee for 2025 will be \$39,850. A Longe Pad would be significant cost but pending on footing being in Coliseum we maybe able to use that. A Reining event will be held the week prior to the State Show.

Slot Classes – Tiffany explained the budget submitted with estimated income of \$19,000 and expenses of \$17,471. They want to hold “Night of Raffles” that would create some excitement and participation prior to the start of the classes in lieu of a band. They are looking to do some creative fundraising with contests or games. They currently have a donated gun from Zeitler’s to raffle.

Entry fees – the Slot committee is proposing \$100 entry fee with late fee and include \$1000 added money back to the classes. Travis asked the difference between jackpot and added money and Tiffany explained based on other shows it is common if more than 6 horses to have \$1000 added money with 75% of the entry fee jackpotted.

The committee is proposing 7 classes with monetary increment payouts and awards. They would like to recognize the Highest Placing Youth in the Non Pro Walk Trot Classes but were considering eliminating the WI Bred. After discussion, the BOD suggested keeping WI Bred as it is advertised in the Directory and promoting it at the shows. Green Trail was discussed. One option was to handicap the Open Trail to give Green horses a fair shot.

Non Pro Challenge events will again be held with neck ribbon and donated prizes. 100% of the entry fees will be paid back without added money.

NSBA Non Pro Longe Line will be held. Judy Zeitler to secure sponsors and Nikki Schultz will work on NSBA prizes.

Recreational Activities:

Jim Ramthun reported the WQHA Trail Ride will be held October 3-5 with the proposed budget of \$1000.

Action Item: It was suggested that the WQHA BOD write an AQHA grant prior to this fall.

Website & Emailed Newsletter:

Nikki reported an estimated budget of \$1525 for the website annual renewal, there has not been an increase since changing to US Ag Net.

WI Horse Council:

Ron reported the WIHC and breed associations continue to monitor the Horse Protection Act. He also noted that WIHC has grant money and scholarships available.

WQHA Queen:

No applications to date

Youth:

Nikki reported that the Youth Financials had been submitted to the BOD with \$3776.15 and additional \$1063.77 in Venmo.

NYATT will require a change of affiliation form in 2025 for out of state team members. Kimes is sponsoring \$5000, \$2500 and \$1500 in funding for the 2025 AQHYA Youth World. Pat Miller expressed concern that the kids that are winning continue to get funding. Nikki noted that the same prizes are being offered to all of the contests, including Judging, so those without horses to compete have opportunities as well.

Budget Approval:

Travis Born made a motion to accept the budgets & proposals for 2025 as presented.

Ron Miller seconded. Motion carried.

Old Business:

WI Dept of Gaming Raffle License was Renewed by Nikki on Feb 1st. No raffle will be held at MWHF so that \$50 application fee will not be needed.

New Business:

Veterans Memorial Coliseum – meeting to update public on plans April 23rd. Ron Pat Miller will attend and report back to the BOD.

Nikki notified the BOD of the passing of Susan Milkie, long time WQHA editor, BOD member, Committee Chair, etc.

Action Item: Nikki will send Flowers from the WQHA to her Celebration of Life.

Nikki asked if the BOD was interested in writing another AQHA Grant application (last year did as outreach for Open Show program and Trail Ride). Options were discussed with the following decided on for 2025:

Action Item:

1st Quarter – Nikki to apply for outreach to new exhibitors utilizing gift certificates towards stall and entry fees at the State Show. 5 @ \$500 = \$2500. Send Pro Horseman or BOD volunteer to Open Shows, 4-H Shows, etc.

3rd Quarter – Apply for Trail Ride and Open Show and WI Bred Year End Awards

A motion was made by Ron Miller to adjourn the meeting at 9:41 pm. Seconded by Alec Martin. Motion Carried.