

Regular Meeting

International Andalusian and Lusitano Horse Association

Board of Directors

In Person

Date	October 31, 2015	Time	8:00 am CDT
------	------------------	------	-------------

Chair in Attendance? ☒ Choose an item. -Janita Smith
 Substitute for Chair? ☐ Choose an item. -

Secretary in Attendance? ☒ Choose an item. -Malen Dell
 Substitute for Secretary? ☐ Choose an item. -

Previous Meeting

☒ Previous meeting minutes approved as presented.
☐ Previous meeting minutes approved as corrected.

Janita Smith called the meeting to order at 8:00 am CDT

Members in attendance at roll call

Members Absent

Last Name	First Name	Title	In person or Telephone	Last Name	First Name	Title
Smith	Janita	President		Mohr	Sharon	Treasurer
Branson	Terrye	Vice President		Volansky	Ann	Dir Region 2
Dell	Malen	Secretary		Ramsay	Doug	Dir Region 6
Tilley	Nadine	Dir Region 1				
Peet	Howard	Dir Region 3				
Dismukes	Francine	Dir Region 5				
Dressler	Kaeli	Dir Region 5				
Stewart	Jennifer	Dir Region 7				
Camp	Gary	Dir At Large				

Current strength of body was 12. Minimum # for quorum was 6. Members in attendance were 9.



Quorum Achieved

Members in attendance after roll call

Last Name	First Name	Title	In person or Telephone

Guests:

Last Name	First Name	Title	In person/telephone?
Sausman	Karen	Registrar	
Peet	Erica	Region 3 mem	
Alonzo	Julie	Region 2 mem	
Camp	Lisa	Region 2 mem	
Griggs	Dawn	Auditor	Sunday

The meeting began by welcoming new board members, Howard Peet from Region 3 (in attendance) and Ann Volansky from Region 2 (absent). These two members were elected by the board to fill two recent vacancies until the end of 2015.

COMMITTEE REPORTS

ELECTION COMMITTEE (report by Gary Camp)

There were only a few problems reported by members in the voting process for the 2016 elections which were completed online. Several of the email ballots came back to the office as having bad addresses. Apparently a few of the association members have not provided the office with their correct email addresses when they completed their membership form.

The election committee will need to be repopulated in 2016 for the next election.

The committee plans to bring a proposal to the board at the January 2016 meeting to restructure the time line for the next election.

The voter participation for the just completed election was 15.9 percent of eligible members.

Results from the 2015 elections are:

Vice President – Terrye Branson
Secretary – Malen Dell
Treasurer – Sharon Mohr
Show Chair – Julie Alonzo
Registry Board – Kate Waddell
Director at Large – Lisa Camp (2 year term)
Director at Large – Gary Camp (1 year term)
Director Region 1 – Nadine Tilley (2 year term)
Director Region 1 – Nick Phillips (1 year term)
Director Region 3 – Howard Peet
Director Region 3 – Sherry Thompson
Director Region 5 – Kaeli Dressler (2 year term)
Director Region 5 – Francine Dismukes (1 year term)
Director Region 6 – Alison Waulk (2 year term)
Director Region 7 – Jennifer Stewart (2 year term)

REGISTRY (given by Karen Sausman):

Although some other horse breed registries are experiencing declining numbers, our registry has been holding its own in number of horses registered so far this year. The registrations are being processed in a quicker time frame than in the past. Generally, when a registration is held up, it is due to missing information or missing signatures in the documentation provided by the owner.

The registry is in the final testing phase of the new database. They are currently using a double entry process in parallel with the old system. This is a time consuming process, but it is the safest and most thorough way to test out the new system. This process will continue for approximately a month, if there are no glitches encountered along the way.

There is also software work being done that will automatically update our online studbook so that it will truly be complete and useable for the membership.

The next phase we would like to have would be to have the registration process accessible and workable completely online.

MEMBERSHIP (given by Terrye Branson):

Membership numbers are similar to what they have been in recent years. We finally have most issues resolved from the changes brought about in bringing membership back to the office in Alabama from the one previously used in Kentucky.

A news brief is to be sent out to the membership as a reminder that it is time to renew their memberships for 2016.

WEBSITE: (given by Janita Smith)

Currently, we have multiple programs that we try to integrate together for our existing website. In the past few months Jennifer Stewart, Kaeli Dressler and Doug Ramsay have worked to clean up our website of bad links and out of date materials.

At this point in time, we need to get bids on having a well-designed site constructed and maintained by a professional. We have to define our needs and hire a web architect to design a site around those needs and

make it very functional. And along those lines, it would probably take a different person with expertise in graphic design to prepare a new front page and make it attractive.

What are the key things we want to be able to access on our website?

1. Registry
 - Forms – live fill in/CC/Paypal
 - Fee schedule
 - Registry rules – instructions in English/Spanish
2. Membership
 - New/Renewal – live fill in/CC/Paypal
 - Members Only – Meetings
 - Personal information
 - Committee reports
 - BOD minutes
 - Directory – Members/Farms/Businesses
3. Events/Shows/National Show
 - Link to USEF Andalusian/Lusitano rules pages
 - Calendar – shows and schooling shows
 - Clinics
 - Results page – link to USEF
 - Google calendar – multiple people can enter
4. Breed Info – DVDs available – links
 - Organization Info
 - Contacts
 - Board of Directors
 - Committee Members
 - Staff
 - Regions
 - (Front page – Graphic design)
5. News Feed
6. Publications – links
 - Search Box
7. Awards/Accomplishments
 - Lifetime achievement awards (horse and people)
 - USEF – HOTY awards and how to participate– link
 - USDF – All breed awards and how to participate – link
8. Merchandise/Store – CC/Paypal

What level of authorship do we want on our website? Who will be in charge of the quality of the content on the site? Do we want to hire someone to be in charge of uploading the content to the site? Possibly have the designer prepare a template that we can use to submit the information to be uploaded, thereby simplifying the process, saving time and cost. Do we want our maintenance person to be in charge of the social media sites such

as Facebook, monitor Google analytics etc.? We want to investigate this to include marketing in the package, too.

Jennifer, Kaeli and Doug (website committee) will take these requirements and gather some bids for new architecture and graphic design for our website and bring them back to the board at the January 2016 meeting.

Treasurers Report: (given by Janita Smith)

Most areas have stayed well within budget so far this year and some are under budget. The National Show appears to have made money, but we are still waiting for a few outstanding bills.

Report is attached.

PSL REPORT:

Report is attached.

WEBSITE/MEMBERSHIP:

The association has been using the Avectra software program for our member database since we terminated our contract with Association Resources. After using this program for a time, it appears that it might be a bit of "overkill" in terms of what we need to manage our membership. Avectra is not a particularly user friendly program and is certainly difficult with regards to integration onto the website. We currently pay \$500 per month in usage fees to Avectra (for 2 stations per month).

Janita Smith will investigate some more user friendly membership database programs and Karen Sausman will check the possibility of having the programmer working on our registry database create one for us.

PUBLICATIONS:

Two proposals received for the 2016 year. One was from Lori Monroe of Graphics by Lori, (designs the publication for the Foundation and also our National show program). Her bid is only for the graphic design and then the camera ready material would be sent to a publisher for print. \$1456.00 for each digital only issue, \$2016 for printed black and white, or \$2576 for printed color. The proposal does not include printing, soliciting/collecting ad revenue or postage.

The Lionheart presented two proposals. The first one includes all costs for 2 color print issues, one in spring and one in the fall and a stallion directory (would include farm/trainer profiles and a rules section). Lionheart is projecting a \$15,000 profit.

The second proposal would be a single spring issue and a stallion directory (National results included) Projection of \$12,000 profit for this proposal.

- Director at Large/Gary Camp made a motion to:

MOTION

Motion: Authorize President Janita Smith to negotiate a one-year, renewable contract with Lionheart Publications to produce two print editions of the IALHA magazine and a print edition stallion directory (to include trainer and farm profiles as well as registry rules and regulations) in 2016. The contract should stipulate no cost to the IALHA for creation, production, and distribution of the publications, and set an agreed-upon amount of profit after which additional funds will be distributed in an agreed-upon manner (to be negotiated by Janita).

✓ Voting strength of the body was 9. The vote on the motion was unanimous: Motion carried.

➤ Director Region 5/Francine Dismukes made a motion to:

MOTION

Authorize Janita Smith, Karen Sausman, and Nadine Tilley, representing the IALHA, meet with members of the Foundation for the Pure Spanish horse to discuss the possible collaboration between the two organizations.

✓ Voting strength of the body was 9. The vote on the motion was unanimous: Motion carried.

- President, Janita Smith, has had several conversations with Cameron English and Barbara Clark, representing the Foundation for the Pure Spanish Horse regarding possible collaboration between the two organizations.

➤ Malen Dell/Secretary made a motion to:

MOTION

To approve and accept the 2014 audit as presented by Dawn Griggs.

✓ Voting strength of the body was 9. The vote on the motion was unanimous: Motion carried.

NATIONAL SHOW COMMITTEE: (given by Julie Alonzo)

2015 National Show Report:

- Projections of approximately \$20,000 profit from the 2015 National Championship Show. This is mainly due to the \$27,000 reduction in the price we paid for the facility when we renegotiated the contract and agreed to take the August dates.
- Jonnie Robb donated several very nice items that were given out as special awards to be given out to people who did some exceptional things at the show.
- Some money was saved on the show programs since Julie Alonzo brought them to the show, saving postage of approximately \$500.
- Vendor booth rental were down this year.
- Fell short of our goal in sold sponsorships. We need to tighten up the running of this program to be sure the sponsors get all the perks that they should.
- Doug Ramsay did an excellent job with our silent auction.
- We collected \$1425 in non-members show fees. Should we require an IALHA membership at the National Show instead of allowing a non-member fee?

2016 National Show preparation:

- Taking bids for a show manager for the 2016 National show
- Show secretary and her staff will repeat for 2016
- Provide a script for the announcer in 2016
- Julie already has a contact person, Misty McGallan, in the Salt Lake area to aid in the vendor area. Will try to arrange the vendor areas to be more welcoming, with seating areas for consumers and have them closer to the seating area.
- Possibly work with a local "food bank" and use the donation spot at the show to bring in more outside audience
- Possibly provide tables for charity groups, again, to encourage more audience participation at the show.
- 150 stalls reserved at this time. \$15 per stall for the entire show. \$650 per day for indoor arena and \$275 for covered arena (to be used as the warm up) which totals to about \$5000 for the show. \$20 per vendor spot (includes one electrical drop and tables). One bag of shavings per stall is provided. You can bring in shavings or buy from the facility. 6 water and ground prep for each arena. We may need to add to this number.
- We will need to rent port-a-pots for the stabling area, possibly with an included shower. Terrye Branson will investigate what is available in the area.
- Misty McGallan is already checking into the hotel availability in the area and trying to negotiate rates. She also has a lot of contacts in the area that could perform exhibitions at the show.
- Kaeli Dressler will help with the organization of the show volunteers
- It is possible that the local Working Equitation group will have obstacles available for our use by the time of the show.
- Currently contracted for 5 days. We may need to add a day to keep from having two rings running at the same time.
- What are the dimensions of the stalls?
- Estimate of \$18,000 for the facility

NATIONAL PATRON PROGRAM AND CLASS SPONSORSHIPS:

- Instead of the Show Committee, this year Howard Peet will contact past National Champion/Reserve Champion winners to seek them as class sponsors for the 2016 National Show.
- Janita Smith will look into trying to get several corporate sponsors for the show.
- Howard Peet and Nadine Tilley will look into a Patron Program.

MARKETING FOR 2016 NATIONAL SHOW:

- Possibly create a poster with a great photo, where we will be and what we will be doing (similar to what we did in 2011). Could be put on Facebook, email to the members, possibly use the artwork from 2014. Have our local contact put them out in the Salt Lake area.
- Ad in Horseman's News
- Possibly provide a perk for those first time competitors

NATIONAL TROPHIES:

- We have had the same trophies for quite some time, may be time to see if we can come up with something new.

- Nadine Tilley will attempt to bring some new possibilities to the Board at the January 2016 meeting for consideration. Will look for things within the same budget that we are paying now.

NATIONAL PHOTOGRAPHER:

- At Andalusian World – photographer charged \$25 per horse at the show. At shows end, all photos of a horse could be purchased on a DVD for \$75. These were not HD quality, but fine for ads/website.

2017 NATIONAL SHOW VENUE:

- Central region show
- Nice coliseum, stadium seating
- Warm up arena and stalls adjacent to main arena (covered)
- Good footing
- Stallion safe stalls
- Heated wash racks
- Good staging area adjacent to arena
- Meeting/clinic rooms
- Good vendor spaces
- Good airport access
- Good interstate access
- Good hotels nearby
- Early October date availability
- Office space for show secretary, management and officials (separate spaces)
- Non concrete stall floors or mats available
- Area to consider: Nebraska, Iowa, Kansas, Oklahoma, Arkansas, Missouri, Texas, Wisconsin

JANUARY MEETING:

- Was scheduled to take place in concurrence with the USEF meeting in Lexington, KY in January
- Difficult to fly in for many members of the board, expensive hotels and flights

➤ Malen Dell/Secretary made a motion to:

MOTION	<i>Have the first quarter board of directors meeting in Irving, Texas on January 9th and 10th.</i>
---------------	--

- ✓ Voting strength of the body was 9. The vote on the motion was unanimous: Motion carried.

NATIONAL JUDGES:

We need to explore avenues to add to our judges pool to enlarge that pool.

- Explore having a judges seminar at our National Show. Might be able to take advantage of the foreign judges there to give some instruction.
- Possibly invite 8-10 USEF "R" judges licensed in another breed to attend so they could pursue a license for our breed.
- Approach Wayne Hipsley to conduct this seminar in Salt Lake City.
- Janita will contact Chris Bickford and Karen Homer-Brown to see if they could recommend other Morgan judges that might be a good fit for our association.
- Does USEF have any funds to assist in this venture?
- Explore the problem of the dressage judges that officiate at our National Show DSHB classes that are penalizing our horses for being true to our breed standard and rewarding warmblood conformation.

The meeting was recessed at 5:00 PM Saturday until 8:00 AM Sunday morning.

STALLION AUCTION 2015

- Evaluating whether or not to continue.
- Investigate having one jointly with the Foundation
- Quite a bit of work for the IALHA staff, a lot of follow up work
- Instances of stallion and mare owners being uncooperative on the breeding process

STALLION AUCTION 2016

- Change to an invitational program. Janita will update the stallion and mare forms.
- Stallions would be selected from the National Champion winners (halter, performance, dressage) of breeding age from the last three years. Nadine will contact the stallion owners
- We would attempt to have each region represented.
- Photos must be submitted to an editorial review committee to be included on the 2017 IALHA calendar
- Limit of six stallions.
- Nadine will contact the mare owners on completion of the auction and send contracts

AMBASSADOR PROGRAM

- Past information indicates that this program does not really aid the association. Discussion on where these funds could be more efficiently used.
- Possibly aid local horse shows
- Aid to increase the number of judges for our breed shows.
- Possibly put the funds into the website restructure

➤ Terrye Branson/Vice president made a motion to:

MOTION	The ambassador program be suspended for 2016 and funds previously allocated for this program be used for the website and judge support.
---------------	---

✓ Voting strength of the body was 9. The vote on the motion was unanimous: Motion carried.

ART PROGRAM:

- Nancy Holman will again organize this program to gather original artwork for our National Show and post to Facebook

MARKETING:

- Need more clarity in our marketing strategy
- Use USEF more for our marketing?
- Do we still want to have branded merchandise for sale?
- Nadine and Janita will gather bids for quality embroidered polo shirts and ball caps and bring results to January meeting
- Agreed to keep the saddle pads and coffee cups

IALHA booth at Nationals 2016:

- Have it incorporated with the trophy table adjacent to the arena
- National t-shirts with the artwork imprinted on them
- Credit card abilities at the table
- Ability to sell class sponsorships and memberships

USDF:

Janita will work with Alison Mathy and Linda Denniston to refine what dressage awards will be given out.

NEWSBRIEF:

Janita Smith and Doug Ramsay will be taking over the functions of the news brief, as the previous person in charge had to stop due to personal reasons.

CLEVELAND BAY HORSE ASSOCIATION:

We have been approached by members of this association to see if we might be interested in pairing up with them at horse shows. It might be a good possibility if there are significant numbers of their horses in an area and they would be willing to infuse money into the show on the front end.

Meeting was adjourned at 12:18 CDT

Respectfully submitted,
Malen Dell, Secretary