

IALHA Second Quarter Board Meeting

Meeting called to order at 9:01 am

Roll Call: Bold names are in attendance.

Janita Smith	Jennifer Stewart	Kim Pittman	Kaeli Dressler
Kim Johann-Nass	Lisa Camp	Janna Jopp	Erica Peet
Sheilah Melsness	Francine Dismukes	Malen Dell	Lisa Adams
Alison Walck	Aaron Whitelock	Alex Dees	
Guest:Sherry Mohr	Guest: Richard Cruthirds		

Motion made by Jennifer Stewart and seconded by Kaeli Dressler to approve minutes of last board meeting February 2019. 10 ayes, 0 nay, 0 abstain

Approve of 2018 990 - See attached - Janita opened discussion.

Motion to approve 2018 990 made by Janna Jopp seconded by Erica Peet. 11 ayes, 0 nay, 0 abstain

Treasurers Report: Discussion led by Kaeli.

Elections: Janita discussed sending out election nomination announcements. A Newsbrief was sent out announcing elections and informing members about changes with Zoom meetings and being a half Andalusian owner is now eligible to join the board. Suggestions to recruit new people to join board. Discussion on limits of board terms raised by Alison Walck.

Ethics - Alison Walck - presentation Conflict of Interest Questions and Code of Conduct. Questions raised on board members riding other board members horses at the National Show. Kaeli questioned for definition. As board members this can be construed as a conflict of interest. If people have an association outside of the boardroom it can have the appearance that people are in cahoots. Janita questioned and defined if this is due to sales of horses or paying others to do work for the board or for showing. Jennifer discussed how other breeds handle the issue. USEF defines it as if you have a business ... it is a conflict. Kim J.N. discussed her experience reading the rules and having someone else riding her horse at a show. Kaile suggested the conflict would come if we received awards or prize money being on the board. Jennifer suggested we have a conflict of interest form we fill out to solve this issue. Jennifer suggested we look at USEF and how they handle this. Perhaps we change the wording? Discussion. Alison suggested that we all think about how to handle this and bring it up again at the next meeting. Clarification on identifying the definition of a conflict of interest.

Saturday, June 8, 2019

- Alison reviewed the Ethics committee requirements and stated that it is to be run by members appointed by board members. Janita discussed how to find people to staff this properly, we should have one person from each region. Discussion on marketing to reach members to join the committee.

Membership Janita presented membership is low. Janita reported she and Jennifer went to a Dancing Horse contest and people were interested in the IALHA. Discussed the difference between USEF numbers and our registration numbers. There are 454 horses listed as Andalusians who are Hunter Jumpers on USEF but are not registered in the IALHA. Discussion on having a list to send members listing what they get at each membership level; reasons to join the IALHA.

Publications Erica presented ad sales were not as strong as she wanted. It is a smaller magazine, it did not make the 48 pages. The billing issue was cleared up and credited to the last issue. The fee agreement was miscalculated as Lori forgot that the Foundation is not paying half. She upped her fee for issue 3 due to the size and work of it. We did not sell the cover for the current issue, Lori was given foal pictures and she picked the one she liked. The inside cover was used for IALHA to list how to register your foals. Discussion on an article Wayne Hipsly wrote since he had AQHA photos for reference instead of Andalusian horses it was not used. He would like to use sketches of Andalusians to fix this. His concern was if photos are donated he didn't want to promote a specific breeder or farm. Francine has sketches she will donate for this purpose.

Report by office consultant - Richard Cruthirds joined call. Richard reported on his findings at the office. There is a blended office, with a strong database but there is a paper flow which causes files to be everywhere. There are over 20,000 files which is cumbersome. The office software is all different which will become problematic in the future.

- Reviewed membership process.
- Reviewed registration process. Sherry reported how the process works with errors.
- Reviewed technology and suggested the phone system needs to be replaced as it is not very efficient.
- Discussed how to streamline paper flow electronically. Reviewed office practices.
- Kalie and Janita discussed the paper files, storage and scanning. Maybe have the EC to meet with Brad before the August board meeting.
- Kim J.N. brought up issue of cross training employees.
- Janita discussed the issue of possibly hiring another person for the office.
- Jennifer and Janna reported on how different associations deal with registrations.

APSL and Finance and Fundraising- Sherry reported Judge for ERAHC will have a newer judge but he will speak english. Listed inspection classes, the Andalusian World Cup did not request a judge for inspection. APSL thought it was a good idea to do it every other year. Clarified Embryo transfer amount to three a year. Question if a Lusitano can show in a class at ERAHC if they are not an IALHA member. They can if they are opportunity classes.

Saturday, June 8, 2019

Marketing - Kaeli reported. Discussed social media guidelines. Discussed cross platforms of Facebook and Instagram. Discussed demographics of people who follow IALHA on Facebook. Reviewed forms and advertising.

- Discussed flyers, emailing them to members to post about the National Show.
- Discussed All Breed Awards.
- Discussed new avenues to advertise the Nationals.
- Janita updated translating the premium.
- Discussed the option of having a Shopify store. Francine reported her son will have a booth at the Nationals where they do embroidery and leather work with our logo on it.
- Kaelie discussed creating an instruction card for high point ribbons to tell the member what to do with it.
- Janita discussed ways to promote the 501c3 and people can make tax deductible donations.

Motion made by Erica Peet and seconded by Jennifer Stewart to adopt social media guidelines as presented by Kaeli Dressler. 10 ayes, 0 nay, 0 abstain

Show Committee - Janita reported they have had one meeting and there are advertisements that need to be done. Jody is going to do the premiere tables and Jennifer is going to do the barn. We have one vender already registered and paid. We have a couple of artists interested in coming to showcase their art. Sponsors and patrons are being looked for by Janita and Amanda. We will do a catered barn party on Friday, one ticket per entry form. you can purchase more tickets. It will be on Friday night with the dancing horses and extravaganza. Discussion on how to market to the Hispanic community via Facebook, Jennifer has video from the last dancing horse competition. Updated on Prizes, youth saddle, and prize money donated.

Registry Board - Janita updated that with the new Bylaws in place we can appoint one person this year or leave it empty until next year. Pros are if we put someone in they can learn and gain experience. Alex and Karen are both leaving the registry board at the end of this year. Karen will stay for a couple years if she is needed. Karen suggested we make Sherry the Registrar. Discussion on leaving the spot open and empty until next year.

Survey of Members - Kim J.N. reported. Alison discussed how to get jr members involved and integrated. Kim discussed ways to include the kids on boards. Erica discussed what was done last year to try and get youth involved. Kim J. N., Janita and Kaeli discussed how to distribute and review the survey. Discussed the bias on the survey due to digital constrains.

Dressage - Janita updated, All Breed Awards changed to certificates when it first came out people were excited but since then we have had 3-4 complaints. We will leave it as awards this year but the board will revisit this again to figure out what to do next year.

Affiliate Meeting - Janita reported that she and Jennifer attended meeting in Lexington in February. The next one is in Colorado on September 10-11, you would have to go out on 9. Jennifer reported that there was some valuable information at this meeting, but does not see the advantage to continuing to go. Kaeli raised the point that it is important to the future of

Saturday, June 8, 2019

IALHA to be at the table. Kim J.N. discussed safe sport training, discussion on safe sport and USEF liability. Janita discussed the finances involved with attending these meetings.

Photography contest: Janita reported the art contest was online and a woman wanted to enter a photography in it. In the winter months we could have a photography contest. Kaeli reported ERAHC is having a photo contest right now. We can put it on the agenda for August. Kim J.N. suggested we have people post candid photos from Nationals.

Office Building Move- Janita reported that the office is for sale, we have the first right to purchase. He wants \$750,000 to purchase the building. Amanda and Robin live 75 mins away, so if we stay in the Alabama area we can move closer to their homes. Or we can move it out of state. Our lease is up on Feb 2020, according to our lease prior to that date he can give us 60 days notice to leave.

Note: August board meeting is scheduled for Saturday August 17th. It will be held at Shelia's house in Mt.

Motion made by Janita Smith and seconded by Malen Dell to adjourn. 9 ayes, 0 nay, 0 abstain