

## IALHA BOD 2nd Quarter Regular Zoom Meeting April 18, 2020

Chair in Attendance Janita Smith

Secretary in Attendance: Kim Pittman

Janita Smith, President called the meeting to order at: 10:04 am CST

Members in attendance at roll call

Last Name	Name	Title	Present or Absent	Voting Position
Smith	Janita	President	Present	No unless a tie breaker is needed.
Dressler	Kaeli	Vice President	Present	Yes
Pitman	Kim	Secretary	Present	Yes
Sausman	Karen	Registrar	Present	No
Mohr	Sharon	Registry Chair	Present	No
Dell	Malen	Treasurer	Present	Yes
Sydow	Jody	Show Chair	Present	Yes
Croasmun	Cheryl	Region 1	<b>Absent</b>	Yes
<b>Open</b>	<b>Open</b>	Region 1	NA	Yes
Grous	Nicole	Region 2	Present	Yes
Peet	Erica	Region 3	Present	Yes
<b>Open</b>	<b>Open</b>	Region 4	NA	Yes
<b>Open</b>	<b>Open</b>	Region 5	NA	Yes
Dismukes	Francine	Region 5	Present	Yes
Adams	Lisa	Region 6	<b>Absent</b>	Yes
Hansen	Carmen	Region 7	Present	Yes
Wild	Ann	At Large	Present	Yes
<b>Open</b>	<b>Open</b>	At Large	NA	Yes

**Quorum Achieved: Yes**

Guests in attendance:

<b>Last Name</b>	<b>First Name</b>	<b>Title</b>
Jacob	Sandy	Show Manager
Stewart	Jennifer	Chair of Website / P&P

**Motion made by Nicole Grouse and seconded by Erica Peet to Approval of agenda with 2 changes added: Treasury Report including the Finance and Fundraising Committee. Ayes 9, Nays 0, Abstentions 0 Motion carries**

Approval of minutes from January BOD; Feb. Emergency BOD; April EC

**Motion to accept minutes made by Carmen Hansen and seconded by Jody Sydow. Ayes 9, Nays 0, Abstentions 0 Motion carries**

**APSL Report** by Sherry Mohr: Meeting with Joel to discuss protocol. He would like to speak with the IALHA in person with the Ex committee in the next few weeks. Questioning if they want to change the protocol. He instructed us to proceed as normal.

**Registry Report** by Sherry Mohr: It's going very well, communication with the office is terrific. Last year there was an issue with some of the papers not being filled out correctly and their papers being sent back. Karen Sausmen commented on the forms being updated and changed on the website. Carmen Hanson suggested we have a video on the website that shows people how to fill out the form correctly in English and Spanish.

**Treasury Report** by Malen Dell: Discussed the P&L report. Compared this year to last year financially and member numbers are down. Discussion on show committee expenses and clarified APSL numbers as income from last year is actually applied to this year. Janita discussed the PPL was accepted and approved but it was not funded because Wells Fargo dropped it and we found a new funder but the government ran out of money. We are approved for \$22,000, 2 months of payroll and it should be forgiven if the government approves more money we are on the top of the list. Report attached.

## **Committee Reports:**

**Elections** Janita updated: Documents go out in June, Gary Camp who ran it is willing to help but doesn't want to run it.

**Marketing** Kaeli updated: Reported updating the blog and sharing it directly to Facebook and the website. Add was placed in Horse Illustrated Magazine in the Baroque Horse issue with a link that takes you to our website. Art Show update, discussed with Terry Meador and we are still looking for art for the National show. Updating dates and forms for the National Show. Discussed advertising for the National

show and the Performance Horse Certificate. Discussion on selecting and sending breed photos to the USEF photo library that represent the Andalusian and Lusitano for the USEF marketing/advertising. Carmen Hansen offered to help with marketing for the National Show. Discussed having an email campaign to encourage members to submit photos for a drawing. Or to use photos for the calendar contest. Discussion on having a committee to approve the photos sent. Discussed the Massachusetts Equine Affair, Brenda Hammer has been raising funds for this event every year. It is \$1000 for the booth, she is asking for a grant of \$750 for the booth. Janita reported we used to have an Ambassador program that helped fund these booths. Discussion on the booth and marketing material for it. Discussion on amount of funds and location of funds to donate. Janita Smith, Kaeli Dressler, Nicole Grouse, Jody Sydow, and Jennifer Stewart offered to donate \$100 each. Sherry Mohr stated the APSL will donate \$250 to meet her request.

**Membership** Janita discussed: Robin sent the membership report to Janita. Report attached. We have 803 members already as compared to 1119 last year.

**Publications** Erica reported: Issue 3 we spent more money as compared to last year when we split the cost with the Foundation. Change in designer to Alex Griffen which will increase our costs by \$1000 a year. Adds came in low despite price drop and it is getting hard to sell ads. discussion on photos for the calendar. Discussed having a deadline of October 1st to get the best price for the calendar. Carmen suggested having them ready by December to hit the Christmas sales. Suggested having an "opt out" option if people don't want the calendar on the membership form. Kaeli to see if we can add this to the Marketplace on our website. Discussed moving to a blog instead of a magazine in 2021. We would have a keepsake magazine at the end of the year. Discussed having the magazine as an online only option. Suggestion to move to a flyer three times a year with a brief on the online magazine and still have the end of year review. Discussed spot lighting trainers and having a library of information for shows and classes. Carmen, Erica, Kaeli and Jody to work on the idea of changing to an online magazine with the members.

**Dropbox** Erica would like the IALHA to have their own dropbox to centralize and store the magazine content. You could direct committee members to the dropbox to review the copies. People can submit reports to the dropbox. It is \$10 a month.

**Motion made by Kaeli Dressler, and seconded by Carmen Hansen to adopt the Dropbox that the Publications committee set up and to reimburse Erica Peet for it. seconded by Carmen Ayes 8 , Nays 0 , Abstentions 1 Erica Peet. Motion carries.**

**Show** Jody updated: Judies have been hired, show manager has been hired and facility site. Things are moving along well. Discussed if we can get out of the contract if we are under Pandemic, yes we can. There is also an out with our Show Manager and judges. Portugal has canceled all their shows, we might not have inspections or judges. USEF has canceled all shows through May 5, 2020.

**Website** Jennifer update: in November people started joining for associate youth members for \$30. They have all been in New York. People are registering with stolen credit cards. Kristi jumped on it and started asking for the CIV 3 digit numbers. We can remove the \$30 membership and have the \$50 memberships and hope the cc companies catch it. Or we remove memberships all together and make people go through the office. Discussed removing the payment link for the youth memberships completely since it is free. The cc company can come back to us to take the money back. We have an income of \$4200 from the fraud. We have alerts set up if they come in to try and stop it. It is not recorded as income, it is sitting in Paypal.

**Site updates:** Jennifer updated we have the old articles loaded and are ready to go out on blog posts. Discussion the balance of these articles as a perk of membership vs. having open information for new people. Created a front banner on the webpage for lifetime membership. Discussed putting videos up on the website. We have had 2x the amount of traffic to our website this year from last year. Sharing click links from Facebook to our website has helped. We have a new page called USEF, it has show rules quick links.

**Update on IALHA office staff and work from home/Shelter in Place** Janita updated: The staff started working from home last week. Kaeli put in place any equipment or files they take; they make a list of it. They will check it back in when they bring it back in. We also asked them to give us a list of what they did at home when they turn in their hours. They were able to physically take the phones home and transfer calls between them just like if they were in the office. We set up a policy that if they decide they are not going to work a particular day they have to take it as vacation time and not sick time. They feel like it is going quit well. They are allowed to go into the office twice a week and they are going in to pick up the mail twice a week. Gonzaloes is working on moving files to a digital format.

**Audit for 2019-2020** Janita updated: This is an internal audit every three years. To check the office to verify the files and minutes are where they are supposed to be. A real financial audit done by an accounting firm has not been done since Janita has been on the board. It would be about \$5000 to have a firm do it. We should start thinking about how we do this audit. There is no legal requirement for the size that we are. In 2021 or 2022 it might be wise to do a fiscal audit. Dawn Graves has done the audit

before and she does a very detailed audit. We will ask in the newbrief to see if someone would like to do it and donate a portion of it to the IALHA.

**Adjourn at 12:28pm**

