



**International Andalusian and Lusitano Horse Association
Board of Directors Meeting**

Minutes

Meeting Type	2022 Q3 Board of Directors Meeting		
Date & Time	August 13, 2022	Location	Via ZOOM Web Conference

Meeting called to order at 10:01 CDT by Kaeli Dressler IALHA President

Board Members in Attendance at roll call:		
In person/ Video/ Telephone	Name	Role
Video	Kaeli Dressler	President
Video	Erica Peet	Vice President
Video	Alex Dees	Treasurer
Video (left early)	Jerry Beatty	Secretary
Video	Jody Sydow	Show Chairperson
Video	Amanda Latta-Portillo	Region 1 Director
Video	Jessica Sanchez	Region 2 Director
Telephone	Sandra Jacob	Region 3 Director
Video	Jessica Daniel	Region 5 Director
Video	Corrine Stern	Region 5 Director
Telephone	Lisa Adams	Region 6 Director
Video (arrived late)	Martin Perez	Region 7 Director
Absent	Sharon Mohr	Registry Chairperson
Video	Karen Sausman	Registrar

Item 1: Adopt Agenda

Approval of Q3 BOD Agenda



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MOTION 1 *Motion to approve Agenda as modified by Jerry Beatty with second by Jody Sydow*

Agenda as modified approved by unanimous vote with no oppositions or abstentions

Item 2: Approval of Minutes

Approval of Minutes from Q2 2022 BOD meeting from April 9, 2022

MOTION 2 *Approval of Q2 2022 Minutes from April 9, 2022, as submitted made by Sandra Jacobs with second by Corrine Stern*

Minutes approved by unanimous vote with no oppositions or abstentions

Item 3: Review and Approval of Reports

A. Elections

Elections chairperson **Amanda Latta-Portillo** reported earlier than scheduled time from original agenda

MOTION 3 *Motion to accept elections time frame as recommended made by Jessica Daniel with second by Erica Peet*

Motion approved by unanimous vote with no rejections or abstentions

B. Registry

Karen Sausman Registry of new horses are on an upswing through Q2. (see SharePoint for full Registry report)

C. Treasurer’s Report

Alex Dees Membership revenues are down from P/Y 2021 and Membership expenses up slightly over P/Y 2021. (see SharePoint for full Treasurer’s Report)

D. Committee Reports

a. Executive Committee/President’s Report – Kaeli Dressler

Kaeli reported on several items including an invitation and acceptance of IALHA participating in the upcoming 2023 Tournament of Roses Parade in Pasadena, CA, a brief discussion on IALHA sponsorship in other aligned equestrian associations, investment of funds needed to upgrade the IALHA IT equipment, the recent implementation of registration fee increase which is now uploaded on the website and other website “projects” that are in various stages of upgrade. Action items are shown below:

MOTION 4 *Motion made to accept invitation to the 2023 Tournament of Roses Parade made by Sandra Jacobs and seconded by Jennifer Sanchez*

Motion approved by unanimous vote with no rejections or abstentions



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MOTION 5	<i>Motion to distribute funds as Sponsorship to WDAA in both Purebred and Half-Breed award made by Jody Sydow with second by Jennifer Sanchez</i>
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Motion approved by unanimous vote with no rejections or abstentions

MOTION 6	<i>Motion to approve investing in additional IT equipment per consultant’s advice and estimate made by Alex Dees and seconded by Jessica Daniel</i>
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Motion approved by unanimous vote with no oppositions or abstentions

b. Show Committee (Jody Sydow – Chairperson)

Jody reported on the following items:

- finalization of Prize List
- cut one of the warmup arenas out as a cost savings item
- changing out the Exhibitor Party to a “wine walk” which highlights the exhibitors
- concern of the high cost of fuel impacting the number of entries
- “Adopt a Youth” Program to find sponsors to offset the entry fees for the youth participating in the show
- Art Contest, proposal by Jeannie Harper to promote a separate contest involving professional photographers to submit artwork for the National Show to be auctioned off as a fundraiser for IALHA

Proposals or motions to consider:

- Expedited registration for horses to allow for participation at the National Show.
- Approval of Date and sign contract for 2023 National Show
- Looking for class sponsorships, silent auction donations, etc. for 2022 National Show

MOTION 7	<i>Motion to approve the National Show contract which includes increased fees and acceptance of schedule dates of 11/6-10/22 made by Jerry Beatty with Second by Jessica Daniel.</i>
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Motion approved by unanimous vote with no oppositions or abstentions

c. Membership Committee

Report on Share Drive

Discussion about free Youth Memberships (see share drive for current Youth Membership status)

Alex Dees offered to donate \$500.00 to help support the free Youth Membership program



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Continue free Youth Membership for 2022 and offer a “welcome gift” with each Youth Membership (working off of existing inventory) Include Youth Membership issue on 2023 BOD Agenda for Q1

Impact Award

Currently have Youth and Breeder of the Year nominated. Need other **IMPACT AWARD** nominees.

Lifetime Merit Award

Entry fee prior to end of last year was \$75.00 with a suggested increase in price for 2022 to \$100.00. A question arises whether the increase in the fee is reducing the number of enrollees. Do we reduce the fee back to \$75.00 to encourage more participation?

IALHA is also looking for any volunteers to help with the selection process for the Lifetime Merit Award program. **Corrine Stern** volunteered to help out with this program.

Kaeli Dressler also brought up the need to establish an annual membership meeting date. By discussion, it was determined to hold the annual members meeting via Zoom back-to-back with the Q4 BOD meeting at 7:00 CST on 12/1/2022. The Membership meeting would be held first and if quorum is not achieved, we move directly to the Q4 BOD meeting.

E. Teams & Projects

a. Media & Promotions Committee

Calendar Photo Contest

Erica Peet reported that she has received submissions from 5 photographers and 13 total images. **Jennifer Sanchez** added that she knows a photographer planning to submit 1-3 images and a youth also submitting an image as well.

b. Marketing Report

Kaeli Dressler shared data regarding Social Media current trends (on Shared Drive) including Facebook followers at over 9,500 and Instagram followers approaching 900. She also reported that Facebook (Meta for Business) created an algorithm that limits visibility of posts on the IALHA FB page to single digits thus forcing the organization to “Boost” the post (at a cost).

An alternative to this is to create specific “groups” which are at zero cost, and can be linked to the IALHA FB page, thus circumventing the need to boost every post that is made. As a result, Kaeli would like to do some additional research on creating these unique groups like by region, etc. that are relevant to that specific group and IALHA as a whole.

c. Banners & Posters

Jessica Daniel brought up the need to budget for additional banners and posters in a more permanent form at major equestrian venues to promote the Iberian breed on a more global stage as the breeds are gaining more popularity and interest on the world stage. **Kaeli Dressler** suggested that quotes/proposals be created and submitted at the Q1 2023 BOD meeting for Board consideration.



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d. Website

Kaeli Dressler commented on some of the challenges in the recent past with regard to a more polished website with upgraded images from some of the professional photographers that we have used in the past from the photo/calendar contest. The plan was to partner with some of these photographers. After several months, a professional photographer agreed to work with us in consideration for a reciprocal consideration and a link to the photographer's website on the IALHA Website

MOTION 8	<i>Motion to approve all committee reports as submitted made by Erica Peet with second by Jennifer Sanchez.</i>
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Motion approved by unanimous vote with no oppositions or abstentions

Item 4: Other Discussion Items

USEF: **Kaeli Dressler** indicated that USEF offers incentive grants to organizations based on the primary breed of each USEF registered horse is noted on the USEF website. All IALHA members who are part of USEF are encouraged to go on the USEF website and indicate the primary breed of their registered horse as Andalusian/Lusitano. Erica Peet suggested some type of "walk through" for members to find where this can be accomplished.

Online Store has been enhanced and is now easier to access and IALHA will be offering a 3 day "blowout sale" to clear items out of the site.

Meeting was adjourned at 1:55 pm CDT

Minutes recorded by Jerry Beatty IALHA Secretary