



International Andalusian and Lusitano Horse Association Board of Directors Meeting

Minutes

Meeting Type	IALHA Q3 Board of Directors Meeting		
Date & Time	July 29, 2023	Location	Videoconference

Meeting called to order at 9:05 am CDT by **Kaeli Dressler** IALHA President

Board Members in Attendance at roll call:		
In person/ Video/ Telephone	Name	Role
Videoconference	Kaeli Dressler	President
Videoconference	Jerry Beatty	Secretary
Phone	Jennifer Stewart	Treasurer
Videoconference	Jody Sydow	Show Chair
Videoconference	Josie Croasmun	Region 1 Director
Videoconference	Corinne Stern	Region 5 Director
Videoconference	Granger Durdin	Region 5 Director
Videoconference	Courtney McDonald	Region 7 Director
Videoconference	Martin Perez	Region 7 Director
Videoconference	Michael Sydow	At Large Director
Videoconference	Sharon Mohr	Registry Director
Others in attendance:		
Videoconference	Karen Sausman	Registrar

Item 1: **Adopt Agenda**

MOTION	to approve Agenda as submitted made by Jerry Beatty with second by Michael Sydow .
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Agenda approved as amended by unanimous vote with no objections or abstentions.

Item 2: **Approval of Minutes**

Call for Approval of Minutes from June 22, 2023, Special BOD meeting and May 6, 2023, Q2 BOD meeting.



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MOTION	To approve Minutes in their entirety as submitted made by Michael Sydow with Second by Jennifer Stewart .
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Motion carries with no objections and no abstentions.

Item 3: Registry Report – Sherry Mohr

Registrations are maintaining pace over prior year report. As the registrations come in, they are evaluated and anything missing is sent back to the sender for additional information that may be missing, incomplete or inaccurate. Once all of the registration information has been turned in and is complete, it usually takes 3-4 weeks for the registration to be validated and returned to the owner.

Additionally, with the upcoming IALHA National Show on the horizon, Sherry noted that if an owner needed their registration turned around more urgently, the IALHA office can send out COMPLETED forms to the Registry Board for a 2–3-day turnaround.

Jennifer Stewart asked about an update to look at the status of the registration process of a horse from the IALHA Website. Kaeli Dressler shared that there were still some glitches in the website's ability to provide that service, but that it was being worked on.

Item 4: Treasurer's Report – Jennifer Stewart

Q2 – Q3 revenue activity is on pace with budget and prior year

Of note was an increase in Lifetime Memberships. Overall, Membership income exceeded the YTD budget of 50% by mid-year to over 67% of YTD forecasts.

Expenses are a little higher than PY 2022.

Kaeli Dressler also noted that there was an increase in expenses due to an increase in our Liability Insurance premium. Jody Sydow had the rates reviewed by a friend in the business and it was deemed that the rates were competitively priced.

Item 5: President's Report (Kaeli Dressler)

Kaeli commented that most of the back work that has been worked on through the quarter can be found in the Media and Promotions section later.

A lot of work has been done within Wild Apricot to build the "dictionaries" of the new Membership Program. What remains is work on our current website to integrate Wild Apricot and give it a seamless transition to the user.

Kaeli has also been sending monthly newsletters to the general membership.

Over the next quarter, Kaeli plans to reach out a list of potential partners that were previously discussed at the last meeting that could benefit and positively impact IALHA and their reach. One of which is looking at a potential photography partner to provide images for the website.



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Item 6: Committee Reports

Internal Audit Board

Cheryl Croasmun is not present to report on the status of the independent auditor to conduct an internal audit of IALHA and we are still awaiting a formal proposal from Raul Armandariz.

Elections Committee – Josie Croasmun

Shared that since she is new to the board, she doesn't have direct knowledge of members other than on the West Coast, she has made an appeal to officers and directors to offer suggestions and/or contact potential members in good standing to become nominees for the critical Board Member and Director positions that will be on the ballot.

Kaeli Dressler went over the available positions and the terms of each of the offices and indicated where new officer and director positions need to be filled. She also suggested to the BOD to inquire of the IALHA office for a list of members in each region so each knew who to reach out to.

Show Committee - Jody Sydow

The show committee has met once since the last BOD meeting. Making a big push for sponsors and donations. Jody and the committee have decided to develop a "Wall of Supporters" which will recognize any member who donates any amount of money on the wall. This could stimulate smaller member donations who cannot afford the larger class or patron level donations.

Awards have already been ordered and Jody commented that the awards will be awesome. Show ribbons will be ordered in the following couple of weeks.

The onset of Vesicular Stomatitis (VSV) has reared its ugly head and USEF has communicated to affiliates that there are three options that will need to be evaluated and decided upon prior to the National Show date. These are:

- **Option 1:** Cancel the show altogether.
- **Option 2:** Not to allow horses to enter the show that come from states where VSV is at epidemic levels.
- **Option 3:** Follow the USEF guidelines for ensuring that all horses entered have a Health Certificate showing negative VSV for a period prior to the show and other preventative methods to be put into place by IALHA to ensure that the spread of the VSV is eliminated.

Jerry Beatty raised a concern about the VSV problem and commented that even though a health certificate is needed, there needs to be a fly control program put in place by Will Rogers to minimize the fly issue. Jody will follow up with WRMC.



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IALHA Show Committee is currently shopping for possible alternative venues for future shows. Other sites include a center in Belton, TX and Katy, TX; each has benefits and issues that are different from the Will Rogers Center.

Corrine Stern suggested another venue in Waco. Jody Sydow replied that the venue has a tiered pricing structure that offers a price break if a maximum number of horses is not met.

Discussion regarding Caballos Bailadores - **Martin Perez** commented that due to personal issues, he has not invested the time or energy into the show but recently began to again work on the show and feels it is a go..

Membership Committee – Kaeli Dressler

Lifetime and Full Individual membership appear to be up over PY 2022, but Associate Individual and Partner memberships are down from PY 2022. This membership shift is just that...a shift that hasn't caused much of a change in the overall membership, except that the Lifetime and Full memberships do carry a higher revenue value than the Individual memberships.

Jody Sydow inquired as to whether IALHA was planning to put on a membership drive to encourage new A/L owners to join? Discussion followed.

Teams and Projects

Media & Promotions Committee

Shared Google search performance report, website analytics, and Instagram and Facebook performance and reach.

Advertising (Kaeli Dressler)

Monthly Newsletter continuing to be produced and e-mailed out to membership and posts on social media and Website.

Developed a Social Media plan for regional and national shows.

Working with **Amanda McCabe** to learn to use and assist in the management of the FB Business page.

Website (Kaeli Dressler)

Added approved BOD Meeting Minutes to website for membership to review.

Posting monthly calendar photos and stories.

Art and Calendar contests announced with entry forms available to contributors.

Re-share of significant membership posts and accomplishments.

Included all shows where High Point awards are represented and posting of winners at the various shows and events where High Point ribbons have been requested and awarded.



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Programs and Awards

Impact Award Nominations are now open to Membership.

Lifetime Merit – Corrine Stern conducted a “trial” with her own horse on the process and has some recommendations and ideas to streamline and improve the process.

Item 7: Other Items for Discussion.

Trademark – Michael Sydow

Michael Sydow reported that the paperwork for the Trademark has all been submitted, but it is still unclear as to why there is a backlog at the Trademark office. He is continuing to inquire at the Trademark office on the status of the application.

USEF

USEF Strategic Planning questions – Response from IALHA

Kaeli Dressler reported that our responses were similar across the board from all the members who responded.

Highlighted in the response were the 4 – 5 core concepts about our breed/discipline that are central to our beliefs/promotions.

- History and preservation of breed purity through careful registration and maintenance of a studbook.
- Classic beauty and elegance, and the impact of purebreds crossed with other breeds.
- Athleticism and versatility in use – in any discipline and for types/levels of riders.
- Temperament and trainability.
- Fun and opportunity through competition.

Where do you see the breed/discipline in the next 5-10 years?

Where do you see the breed/discipline in the broad scope of equestrian sports?

Do you see any threats to equestrian sports as a whole for your breed/discipline in particular?

Martin Perez commented that an additional threat would be that farmers growing livestock feed are retiring because of the increases in the cost of production of feed stock for animals and are forcing higher costs to the horse owners which have a negative impact on breeding and new horse registration.

Youth Advisory Group Member Nominations

Jennifer Sanchez had some potential youth Advisory Group nominations, but she is not at the meeting. **Martin Perez** inquired about the qualifications and age restrictions for nominees. The appointment is for a 2-year term, and the age requirement must be that the nominee must be under 18, but due to the length of the term, the nominee should be around 16 to avoid being termed out due to the age restriction.



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Grainger Durdin commented that she had a couple of potential nominees who owned half Andalusian horses that might make good candidates for the Board and would work on submitting them for appointment. The deadline for nominations and parental consent is coming up on August 4, 2023.

Item 8: Between Now and Next Time – Kaeli Dressler

The independent audit quote was to be reported on by **Cheryl Croasmun**; another meeting may have to be called unless we can get a unanimous vote by e-mail, then a meeting will need to be called specific to this issue. **Kaeli Dressler** to follow up on this.

Item 9: Adjournment

MOTION	Motion by Jennifer Stewart to adjourn with second by Corrine Stern .
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IALHA BOD Meeting adjourned at 10:26 AM CDT July 29,2023

Minutes recorded by Jerry Beatty IALHA Secretary