International Andalusian and Lusitano Horse Association
Board of Directors Meeting

Minutes

Meeting Type	2024 Q3 BOD Meeting		
Date & Time	August 10, 2024	Location	Videoconference

I. Meeting called to order at 9:05 am CST by Kaeli Dressler

II. Roll Call

In person/ Video/ Telephone	Name	Role
Board Members in Attendance at roll call:		
video	Kaeli Dressler	President
video	Martin Perez	Vice President
video	Jennifer Stewart	Treasurer
video	Cherlynn Becker	Secretary
phone	Sandra Jacob	Show Chair
video	Jerry Beatty	Region 1 Director
phone	Erin Whalen	Region 3 Director
phone	Granger Durdin	Region 5 Director
video	Corrine Stern	Region 5 Director
video	Courtney McDonald	Region 7 Director
video	Carmen Hansen	Region 7 Director
video	Michael Sydow	At Large Director

Guests: Robin McCabe, Amanda McCabe, Karen Sausman

Quorum Achieved

III. IALHA Mission

Read by **Kaeli Dressler**

IV. Adopt agenda

MOTION	*To approve agenda as submitted made by **Jerry Beatty** and seconded by **Carmen Hansen**.*

Motion **Approved** by unanimous vote with no objections or abstentions.

V. Approval of minutes

MOTION	*To approve April 2024 Q2 BOD meeting minutes made by **Carmen Hansen** and seconded by **Jerry Beatty.***

Motion **Approved** by unanimous vote with no objections or abstentions.

VI. Registry Board Report

Given **by Karen Sausman**. Year over year through Q2 comparison - Spanish and half registrations are up, transfers are down.

VII. Treasurer's Report Q1 FY 2024

Jennifer Stewart reported that other registries are reporting a 10% decrease in revenue and 5% increase in spending. IALHA's budget, with fluctuation in some areas, is on target.

VIII. President's report

Given by **Kaeli Dressler.** Updates were given regarding website updates, committee meetings, forms, posts, graphics for IALHA shows and programs, contests, Rose Parade updates, 30th Anniversary, Iberian Horse Spectacular, and insurance premium rate increase.

IX. Committee Reports

Elections

The current chair has stepped down due to personal reasons. Kaeli will seek a replacement from the other members of the committee first. The plan will be implemented soon with nominations opening on the 19th. All board members are encouraged to nominate at least one person for each open seat.

Show

Report given by **Sandy Jacobs**. Show tasks are currently on schedule. Prize list is posted, budget is in boundary, ribbons have been ordered with a large decrease in price compared to last year.

An auctioneer is needed as our original choice submitted a bid beyond budget. Staff members are hired, and everything needed for the show is ready, save for minor details.

Membership

Kaeli Dressler reviewed the YOY stats.

Media & Promotions

Report provided by Kaeli Dressler; ads have been created and placed in appropriate publications.

Request approval for purchasing ad space in horse illustrated "Best of Breeds" issue where Andalusians and Lusitanos are highlighted. Cost is $800. Question whether it would be possible to place a promotional code in the ad will allow us to see the number of people the ad is reaching; Kaeli will research

MOTION	*To approve purchase of an ad in Horse Illustrated's Best of Breeds Issue made by* ***Carmen Hansen*** *and seconded by* ***Sandy Jacob.***

Motion **Approved** by unanimous vote with no objections or abstentions.

Jerry Beatty volunteered to be a point person for USAWE; he researched how many IALHA horses were participating - approximately 450. Discussion involved high point ribbons/ certificates for these shows.

Audit.

Martin Perez has clients who own an accounting firm and have offered to audit IALHA pro bono.

MOTION	*To approve an audit by a secondary accounting firm made by* ***Jennifer Stewart*** *and seconded by* ***Sandy Jacob.***

Motion **Approved** by unanimous vote with one abstention by **Martin Perez**.

A/L Committee.

Report by **Jennifer Stewart.** Discussed new USEF Horse Welfare rule - GR838 is posted in the current USEF rule book and available to view online.

X. Other

Impact Awards.

The board was asked to watch for communication regarding nomination, and be prepared to submit nominations in each category.

Ibericon/Iberian Horse Spectacular

Updates given Martin Perez. Estimating good participation. This event will give IALHA a strong representation and is certain to be a positive media event. There will be a gala on Thursday night (opening night) for everyone involved in the Iberian horse world to mix and mingle. Tickets can be purchased on the website. IALHA representatives are needed to man the booth. Martin recruited sponsors. Jacksonville is a good airport for those wishing to attend. Tampa and Sanford are also options. Hotel has limited discounted rooms and RV hook ups are available as well; contact Martin Perez for more information.

MOTION	*To approve $475 to invest in a full-page ad at the Iberian Spectacular made by **Jerry Beatty** and seconded by **Carmen Hansen.***

Motion **Approved** by unanimous vote with no objections or abstentions.

MOTION	*To approve $900 for booth giveaways (e.g. arm bands, candy, stickers) and $200 for additional booth space made by **Jerry Beatty** and seconded by **Jennifer Stewart.***

Motion **Approved** by unanimous vote with no objections or abstentions.

Anniversary

Plan was discussed, including Social media presence, etc. A tagline was decided: *"30 Years of Dedication to the Andalusian & Lusitano. Your dream, our Legacy"*. There will be a contest among members to design a logo for the anniversary.

Rose Parade

IALHA has been invited to participate again Jan 1 2025. Planning will ensue.

Between Now and Next Time

Social media engagement, and be on the lookout for call for nominations for Elections, Impact Awards, etc

XI. Adjournment

MOTION	*To adjourn made by* ***Jerry Beatty*** *and seconded by* ***Granger Durdin****.*

Motion **Approved** by unanimous vote with no objections or abstentions.

Meeting was adjourned at 11:40 am

Minutes recorded by Cherlynn Becker, IALHA Secretary