

Palomino Horse Breeders of America

Executive Board Meeting Minutes – Conference Call

May 5th, 2021

Members	President – Mimsi Coon	Appointee – Mike Battey
Present:	President Elect – Tom Craun	Appointee – Mike Bendele
	1 st VP – Dave Remus	Appointee – Joy Isley
	2 nd VP – Gene Ray Stewart	Recording Secretary – Jenifer Patridge
	Secretary/Treasurer – Lynn Rohwedder	Immediate Past President – Lowanda McDowell
		PHBA General Manager – Terri Green

- I. Meeting called to order at 7:35pm by President Mimsi Coon.
- II. President Coon requested approval of the minutes from previous meetings on 4/7/21, 4/9/21, and 4/11/21 to be made individually.
 - A. Motion to approve minutes from 4/7/21 made by Lynn Rohwedder, seconded by Tom Craun. Motion carried.
 - B. Motion made to approve minutes from 4/9/21 made by Lynn Rohwedder, seconded by Dave Remus. Motion carried.
 - C. Motion to approve minutes from 4/11/21 with amendments made by Lynn Rohwedder. Edits include 1) moving “Assistant/Recording Secretary” to appropriate line by Jenifer Patridge. 2) Add “in accounts payable” after the word outstanding in item 2A. Seconded by Tom Craun. Motion carried.
 - D. Motion made by Tom Craun to approve minutes from the emergency CC on 4/13/21. Seconded by Dave Remus. Motion carried.
- III. Open issues
 - A. Cattle Classic Updates – Mike Bendele
 1. Mike reported that the Cattle Classic Committee members have raised \$3,000 to date. Members of the committee are Alda Buresh, Ginny Baskerville, Mimsi Coon, Lowanda McDowell, Don Coats, Terry Goble, and Mike Bendele.
 2. No showbill for the Cattle Classic yet. Terri Green is still trying to get clarification from the host about some of the judges.
 3. The AQHA World Show is a non-qualifying event to everyone except the ropers. It has created confusion and discourse regarding the requirement to attend at least three circuits to qualify for team roping or tie-down roping at the AQHA World show. If unable to attend three circuits, or qualify by the old standards, then they can still enter the show, but will have to pay additional fees to enter. The amount of the additional fee is still unknown.
 4. Research/Field work
 - a. Mike attended the spring show in Oklahoma City where there about 30 team ropers, made up of a combination of headers and heelers. Ten Open ropers, no Amateur or Youth ropers.
 - b. Talked to Jack Bogart at the Oil Can Classic, who reported about 30 headers, 37 heelers and about 20 open tie-down ropers at his event. Also had no Amateur or Youth ropers at this event.

- c. Red Bud Spectacular coming up at end of May and the speculation is that there will be Open ropers, but still no Amateur or Youth because they do not have to qualify.
 5. Sought sponsorships through a couple of owners with stallions that produce roping horses, but was unsuccessful, however, he will keep trying to seek other out.
 6. Jr Qualifier is scheduled on top of our Cattle Classic and hopefully may pull some youth fin from that.
 7. Buckskin has pulled roping from their 4th of July show.
- B. Marketing Plan Updates – Tom, Dave and Lynn
 1. Diane Kutz (Committee Chair) has emailed the marketing committee an overall plan to review and finalize.
 2. Website needs updating and they are looking into the possibility of a webmaster.
 - a. Terri stated that the FunnWare guy, who is currently upgrading the computer system for PHBA, may be a possibility.
 - b. Lynn had also reached out to Equine Web Design (Robin Witt), who is experienced with sites like PHBA's using Word Press on the backend, and after a quick glance at the current website, thinks it may need a full redesign. Approximate quote for that was \$2500. The social media side would also be doable.
 - c. Mike Bendele mentioned looking into the possibility of using Oklahoma State marketing students for free assistance.
 3. Mimsi has appointed Suzi D. as Marketing and Media Committee Vice-Chair for Open since she is already familiar with that for Amateur. Tom suggested to have her do something to promote the Cattle Classic through social media.
 4. Dave also mentioned the possibility of using Membership Toolkit.
 5. Tom requested Terri put a link to our the PHBA social media pages on the website. Terri stated that it used to be on there, but she would look into making sure it's up there again.
 6. A conference call to further discuss the marketing plan from Diane will be scheduled once it has been reviewed by the committee. Tom would like to get Courtney, from InStride Edition involved. Deadline for magazine submittals is the 10th of the month prior, although they prefer 60 days.
- C. PPP COVID-19 Update – We did get the check for \$18, 292.00 and Terri has deposited it in the payroll account.
- D. Sponsor Drive Team Updates –
 1. Mimsi reported that we have commitments of \$28, 222.00 with about \$8,000.00 left to be collected. To date, there are 45 full page ads, 3 half page ads, a quarter page, a business card, and 46 classes sponsored. Still time to get more in.
 2. Mimsi would also like for the EB to sponsor one class with \$35 donated per EB member. Tom, Dave, Gene Ray, Lynn, Joy, Mike Battey, Mike Bendele and Mimsi all agreed to contribute. Mimsi suggested they sponsor the Open Ranch Trail class.

3. Regarding the Youth President's letter challenging the EB to donate \$100 each, Mimsi, Tom, Joy, Lynn, Dave, Mike Battey, Lowanda and Gene Ray agreed to donate this year. The youth will be using this money towards promotional products and random prizes to be given to exhibitors at the Youth World. Youth donation and class sponsor money can be combined on one check and sent to the office with a note in the memo regarding what its for.
- E. Recreational Riding approve request for "clings" – Mimsi revisited the EB's approval of up \$500 towards window clings for first time members in the RR program. Mimsi said they came in under budget at \$450 for 250 clings and would like Terri to go ahead and give them to renewals, as well as the first time members.
- F. Standing and Ad Hoc Committee Ch/Vice Ch and Liaisons Updates – Mimsi has given the updates to Terri, who will then distribute those to the appropriate people regarding their committees.
- G. CRC Updates – Mimsi stated that the CRC has been set up and term rotations are being reestablished.

IV. New Business

- A. WS ideas and discussions – Mimsi wanted to know what everyone's thoughts were on celebrating the 80th Anniversary?
 1. Youth and Amateur have begun working on some things. Bradshaw BAG program needs to be promoted and we may want to consider doing a gift. We may want to also consider media coverage for one of the days of the show. Tom wondered about television news coverage.
 2. Terri mentioned the Chamber might contribute something. They are already wanting to bring out Abe and the Babe, which might fit well during Youth World, since they are having a brunch banquet.
 3. Mimsi asked about the possibility of an exhibitor dinner like hot dogs, chips and drink as a way to say thank you while recognizing the 80th Anniversary. In lieu of a dinner, 250 welcome bags with local items and items commemorating the 80th for PHBA are also being considered. Lynn will check with the Chamber on local businesses and Jenifer will assist with ideas. Joy offered donating 250 plastic cups for the bags. Lynn revisited whether or not to still try and have a dinner. Terri stated that the Chamber was still planning to hold a "welcome reception" for PHBA with hors d'oeuvres, so we may forgo a dinner at this time.
 4. Mimsi is also working on having bottled water donated by an insurance friend of hers and also obtaining bags of ice to have chests of cold water in 2-3 locations for exhibitors.
- B. Heritage Foundation has requested use of a counter/table where stud books are currently displayed at the office (but not accessed in some time) for display in celebration of the 80th PHBA Anniversary. They will handle all careful and considerate packing of the stud books in

plastic containers for storage where they'll be protected. They will also promote that the museum is open by appointment only, so as not to disturb the daily office operations. They will return all items once the celebration is over. Tom Craun moved to approve. Joy Isley seconded. Motion passed.

- C. WCHA promotion – Mimsi spoke with Don Falcon of WCHA who would like to offer a cash prize to the Champion of Champions at the Youth World as our Premier Youth award for halter mares and geldings. They will supply the trophy and prize money at no cost to PHBA. After further discussion, he also agreed to sponsor the Open Stallion, Mare, and Gelding Premier classes. We now have \$300 for each of those 5 Premier classes plus the trophies in exchange for a magazine ad promoting their scholarship plan for WCHA and announcements of them as sponsors at the show. Winners do not have to be members of WCHA. Tom questioned if Vicky Long was already under agreement to provide those awards in honor of Jim Bob Long, so to avoid conflicts, Mimsi was going to check with Vicki about the length of her previous commitment and get back to the EB. Tom moved to approve. Motion passed.
- D. April Newsletter went out to all members.
- E. Bradshaw BAG program flyer also went out. A check in the amount of \$50,000 has been received and deposited for this program.
- F. Due to the timing of Convention this year, the new Boards did not make it to InStride Edition. Mimsi wants to put together a one page supplement newsletter to include in the upcoming issue announcing each of the new boards and their pictures. Tom moved to approve. Dave seconded. Motion passed.

V. Other New Business

- A. Lynn had two comments to share with the EB.
 - 1. In one of the Convention meetings, some past President's had asked to be put back on the email list for the Financial Statements and said that many were very thankful that they received the latest one that Terri sent out.
 - 2. Also, Marleen had requested from the Amateur Executive Board, that they receive quarterly financial reports, so they can keep up with that better. They have only been getting end of the year statements before Convention. They are very appreciative that they have now received the first quarter this year and will continue to receive it quarterly.
- B. Joy revisited the possibility of using Zoom, as discussed in the last EB meeting, for future EB meetings. They used it for one of her APA meetings and it worked well. Mimsi requested sharing some information with Terri about it.
- C. Mike Battey brought up discussion about the Youth Board applications and the date change for submitting those. He is concerned that the number of applications will go down in the future due to lack of the kids being able to talk to each other and learn more about the board and the positions once they get to the show. Terri suggested that he or Landon ask the Youth Advisors, Tia or Cory, about why the change was made. Her understanding is that

they wanted to try and have all applications in before the Youth World, so that kids could concentrate on the show itself rather than the applications. Lowanda concurred that the discussion had been brought up before and the main goal was to help everyone get more organized prior to going to World to alleviate some stress. The hope is that at the World Show the kids will continue to encourage each other to apply for future years.

- D. Terri gave an update on the Palomino Breyer horse. It is currently scheduled to release in January 2022.

 - E. Next EB meeting will depend on receipt of the Convention minutes in order to ratify the rule changes. There was more discussion about the usefulness of using Zoom to save time and money. Mimsi would like to have at least one Face to Face meeting sometime this year, probably in the fall, and has requested that EB members send their general availability to Terri in order to start planning that meeting. As for the next immediate meeting to ratify rule changes, everyone was asked to send Terri their availability for the next few weeks. Mimsi tentatively set a Zoom meeting date for May 18-19 at 6:30pm. She will follow up with the EB once she has contacted Amanda.
- VI. Motion to adjourn made by Lowanda. Gene Ray seconded. Meeting adjourned at 9:15pm

Respectfully submitted,

Jenifer Patridge, Recording Secretary
PHBA Executive Board