

# Palomino Horse Breeders of America

## Executive Board Meeting Minutes – Conference Call

August 4th, 2021

Members Present:	President – Mimsi Coon	Appointee – Mike Battey
	President Elect – Tom Craun	Appointee – Mike Bendele
	1 <sup>st</sup> VP – Dave Remus	Appointee – Joy Isley
	2 <sup>nd</sup> 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 7:34pm by President Mimsi Coon.
- II. President Coon informed the EB of Debbie Wall's resignation from Amateur Board. Current Amateur Board President, Diane Kutz, is still seeking a replacement for the position.
- III. Old Business/Discussion
  - A. Cattle Classic Recap – M. Bendele
    1. Terri had previously emailed financial breakdown for the Cattle Classic and it reflected a loss. M. Bendele would like a little more time to discuss with T. Green and look further into miscellaneous expenses and breakdown other areas where costs could be cut.
    2. President M. Coon reported that there is already \$500 secured to offset the Cattle Classic expenses.
  - B. World Show Recap
    1. 2021 World Show numbers and P&L – M. Coon
      - a. 346 horses, 422 stalls, 2414 entries
      - b. M. Coon – asked regarding preliminary WS 2021 P&L sent by T. Green, if there are any other income sources or expenses not yet accounted for. T. Green mentioned there are no more royalties from the hotel coming in, there are royalties from Tioga products sold that will come in, credit card expenses have yet to come in, and ancillary charges from the facility have not yet arrived, to name a few, so there are still some changes to be made on the WS 2021 P&L.
      - c. M. Bendele – Inquired about cost of the contract for facility and what it includes. T. Green responded with \$40,000 for rent, plus cleaning expenses, both paid in advance. Some expenses not included, but required, are a Stagehand on premises from start to finish (bill not yet received), radios (bill not yet received), round pen relocation is another possible expense. The contract cost should be listed under the "Rent" portion of the P&L but is currently still listed on the Balance sheet and has to be moved over. M. Coon mentioned other items that would fall under the rental category, such as Trail equipment and wanted to know what other items the office generally has to rent from the facility. T. Green said the radios, copiers, golf carts, and other "normal horse show" items are part of the rental expenses. L. McDowell said the numbers are still premature and M. Coon agreed, but just wanted an idea of what the profit may look like in relation to the nearly 31% increase in entries this year.

2. EB World Show Observations - Pres. M. Coon requested to know in which areas the EB saw positive changes to this year's WS and any areas in need of improved that were noticed.
  - a. M. Coon enjoyed having media come out. She gave 2 radio interviews and 1 television interview, which was all great local exposure for PHBA, along with the reception.
  - b. L. Rohwedder was pleased with the increase in participants and the positive atmosphere at the WS this year.
  - c. M. Coon was also pleased with the increase in some of the class sizes with splits in some classes that don't normally have them.
  - d. J. Isley really enjoyed the social media coverage that Susie delivered, as it provided positive comments from new members, another avenue for PHBA exposure and an opportunity to gather feedback from those who weren't able to attend.
  - e. D. Remus felt it was overall a good show for everyone, as it seemed that the number of complaints was almost non-existent, other than possibly rethinking the warm-up area locations.
  - f. M. Battey didn't notice anything significant other than the items the EB has already been made aware of, such as, the seats in coliseum being really dirty, some bathroom issues, warm-up arenas/round pens. He did like the change in exiting for the Open/Am show versus the Youth show, running them in one end and out the other. Has heard some people mention the possibility of adding another day back in, but he'd rather wait and try to adjust schedule more.
  - g. J. Isley also mentioned it was a big positive to have Terry Bradshaw in attendance along with the addition of the BAG money for halter. M. Coon agreed that with Bradshaw's attendance and desire to increase the BAG to \$100,000 for 2022, plus the addition of youth buckles for halter, there are a lot more positives to look forward to. M. Battey also concurred and added how positive it was to have Terry Bradshaw's granddaughter showing and how the youth board worked hard ensure a good experience for everyone.
3. EB World Show Suggestion Book – T. Green
  - a. M. Battey inquired about the multiple listings regarding rule #3353 for class #158. T. Green said it was in reference to the maneuver regarding a cone in halter. L. McDowell suggested it be forwarded to the Judge's committee for review.
  - b. T. Green reviewed and EB discussed:
    1. a suggestion from Gail Craun regarding back gate procedure for pattern classes.
    2. a suggestion from J. Isley about more pens for warm up. She added that she thinks it might be good to advertise the additional warm-up areas. L. McDowell stated that there are plenty of other options to explore for additional warm-up areas, plus the Coliseum was open all night. G. Ray commented that he never really noticed a lack of space to warmup at any particular time of day. M. Battey also mentioned that Shawn Budke never lacked warm-up space, with 20 horses

at the show, but the re-addition of the round pen to the bottom barn made a lot of people happy.

3. a suggestion to have different Reining patterns for their divisions. M. Coon is working on ideas to encourage more reining participants that might make utilizing different patterns more worthwhile and efficient.
4. Other EB Suggestions/Observations
  - a. Trail Equipment
    1. L. McDowell would like the EB to consider PHBA purchasing its own trail equipment and 24 foot tag-along trailer to store and haul the Trail and office equipment necessary for the World Show, rather than renting it because the Uhaul rental and process of obtaining the Uhaul can be costly and time consuming. She also believes it may be possible for a lot of that equipment to be donated to PHBA, rather than purchased. She would also like to make sure the appropriate Ranch Trail equipment be purchased (or rented, if not purchased) so that PHBA does not go against its own rule book.
    2. M. Battey inquired about putting out bids to rent Trail items and course set up. G. Ray said the POA association was the only ones they could find at the time. He asked T. Green about current Trail equipment stored at the office and she said there are some logs there.
    3. L. McDowell does not believe it would be a huge expense, but at more than \$2200 in rental fees, it would better benefit PHBA to own the equipment with the potential to profit by renting it out to other associations and not be reliant on anyone else. T. Green said the Trail equipment only costs \$750, but some of the additional rental expenses are included in the \$2,200 dollar rental total shown on the preliminary P&L. L. McDowell will get an estimate together for purchasing equipment.
    4. M. Battey would also like 3-4 bids gathered for someone to come setup the Trail courses. G. Ray commented that over the past couple of years they have not yet been able to locate someone to do that in central Illinois. L. McDowell said that's the reason they rented from POA, but unfortunately there were not enough logs on the trailer to set both Trail and Ranch Trail at the same time when held on the same day, plus there wasn't any equipment to fit the requirements for the Ranch Trail obstacles.
  - b. M. Coon mentioned that hard lunch breaks have been requested. L. McDowell suggested leaving schedule as is, due to unknown class sizes and time needed to complete but trying to let people know within about an hour of when a lunch break will be scheduled.
  - c. In regard to time management, there was an inquiry about a possible change in procedure, which was discussed. It was suggested the Tri-Chairs discuss this with photographer.

C. Capital Campaign

1. Phase One - M. Coon reiterated that the Capital Campaign of \$50,000 was reached and an additional donation is still to come. This is to finalize the new server, updated software and obtain new equipment for the software. From this point, we are moving into the test mode.
2. T. Green stated that the office is still doing testing. Programmer is working on some existing issues that had been found and he will also convert our data from the newly updated material. She will also be bringing some issues to the EB regarding formatting changes to the Registration Certificate and Membership cards, which will require using different, more efficient equipment. Changes have also been made to the show side of the software to allow for electronic upload rather than manual entry. She estimates about 60 days as a realistic estimate for the completion of the changeover and going live.
3. Phase Two – M. Coon briefly discussed that this phase encompasses the ongoing maintenance and additional enhancements that will need to be made moving forward. For budgeting purposes with this phase, she has a few things planned to generate additional funds. These include using the money left over from phase one, an art sale promotion in the new InStride with the introductory cover page, and the Heritage Foundation will be selling the Orren Mixer prints at Color Breed Congress.

D. Corporate Vendor Review committee

1. Joy Isley is Chair of this committee. Mike Battey, Dutch Guthrie, Gene Ray Stewart, Dave Remus and Mimsi Coon were all on the Conference call Tuesday night, May 3<sup>rd</sup>. The committee will be working to revamp the sponsor categories and Mimsi has created a spreadsheet to reflect these changes that will be presented to the EB soon.
2. J. Isley said they are also creating a short survey that will be presented soon as well.

IV. New Business

M. Coon - Next meeting date set for September 1<sup>st</sup> at 7:30pm Central time.

- V. Motion to adjourn made by L. McDowell. Seconded by T. Craun. Meeting adjourned at 8:28pm.

Respectfully submitted,

Jenifer Patridge, Recording Secretary  
PHBA Executive Board

