

**Palomino Horse Breeders of America
Marriott Southern Hills, Tulsa, OK
2021 Executive Board Meeting Minutes**

April 11th, 2021

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

1. Blessing given by Ken McDowell and meeting called to order at 7:58am

Confidentiality agreements completed

To help better acquaint one another, Mimsi Coon requested that each member give a short bio to the group.

2. Announcements

A. President's vision:

Establish more efficient routines, PHBA updated calendar of events (building backwards), Expand communication to the membership.

Mimsi also mentioned that aside from the banquet and 2021 hotel costs, PHBA only has about \$5000 outstanding and is in good shape moving into the 2021 show season.

B. President's goals/expectations for EB members:

1. Mike Bendele - Cattle Classic (Holiday Summer Circuit) on July 3rd – 4th is the first big PHBA upcoming event and needs more exposure, sponsorship money and exhibitor participation.

Lowanda McDowell mentioned that they are working on increasing the Palomino Bred opportunities at this event.

Tom Craun moved to run the same registration special at the Cattle Classic as in previous year. Mike Bendele seconded. Motion passed unanimously.

2. Teleconference meetings – Will be 1st Wednesday of every month at 7:30pm CST

3. Emails –

- a. When response is required, please “Reply To All” to ensure effective communication amongst the group.

- b. Spam emails are frequent, so be aware and careful of the content and originating address before proceeding.

- c. Terri will send EB contact info to all and is the primary contact for anything PHBA

4. Next meeting –

- a. Usually within 30 days of Convention to ratify
 - b. Terri looking into Zoom for this meeting to qualify as a “face to face” session
5. Additionally, the EB members should keep ears, eyes, and mind open to what exhibitors wants and needs are, to assist in the regrowth of PHBA.

3. General Discussion

- A. Tom Craun would like to see suggestions from the Marketing committee expedited. InStride Edition and all other free media outlets (ie: social media) need to be utilized. Terri said that we get 10 pages in IE and are primarily editorial in nature, rather than used for advertising. Craun would like to see exhibitor spotlights included on some of these pages.
- B. Terri Green mentioned that increased social media usage by PHBA would be beneficial, but is overwhelming for one or two people in the office. Tom Craun questioned if it would be possible to add additional social media help from within our current membership. Further discussion regarding a possible “Social Media Manager” will be had in the future. For now, Mimsi Coon restated, the Cattle Classic needs to be promoted as much as possible.
- C. Class schedule for the Cattle Classic will be made available as soon as it is received by Terri Green.
- D. Next meeting date was scheduled for May 5th, 2021 via teleconference.
- E. Motion made to adjourn by Tom Craun and seconded by Joy Isley.

4. Meeting adjourned at 9:30am

Respectfully submitted,

Jenifer Patridge, Assistant/Recording Secretary
PHBA Executive Board