

Palomino Horse Breeders of America

January 5th, 2022 Executive Board Meeting Minutes – Conference Call

Members Present:	President – Mimsi Coon	Appointee – Mike Battey
	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 7:34pm by President Mimsi Coon.

II. Roll call – All EB members present

III. Open issues

A. Status of open 2022 World Show items – Terri Green

i. Cost for use of iPads/tablets - Amazon Fire 8 with the Android system is recommended. Need 4-5 (one for backup). Waiting on response from Kathy as to what yearly fees might be and possible tiered pricing, which could be between \$250-\$1500.

Gene Ray Stewart asked if these can be used by the scribes so that scores go directly to the announcer. TG replied that is the goal, but she will have to find out about wifi setup.

ii. Trail equipment and set-up source – No update yet. Terri is beginning the process of finding someone now.

iii. Videographer – Terri has not yet found one. Mimsi would like for all EB members to help seek out potential videographers. Tom inquired about cameras he's seen up in the arena and Terri said she would ask about them.

iv. What RFPs have been sent/received back – Terri has sent out 12 RFP's from current list she has. They have been sent to C Bar C in Indiana; spoke to Joe; Wilmington, Ohio; Ocala, Florida; Ardmore, Oklahoma; Tunica, Mississippi, Lebanon, Tennessee; Murfreesboro, Tennessee; Kentucky Horse Park; Waco, Texas and Grand Island. Any other suggestions need to be emailed to Terri ASAP.

v. Other World Show Business –

1. Dave Remus mentioned that the youth would still like to add back their 4th day in order to be able to assist with the challenged riders.

2. Dave inquired about an exhibitor who has provided services and advertised as an exclusive representative for a particular company at the World Show and whether or not she should be paying a vendor fee. Terri said this person has paid for a sponsorship, but to date, no vendor fees. There was discussion regarding other services people have been providing at the show and what constitutes a "vendor" who should be required to pay fees to PHBA. ie: selling of products such as ~~DAQ~~ DAC or show clothes from their stalls versus providing services

like banding and braiding or sports therapy treatments, such as with a Beemer. A suggestion was made to consider charging a vendor fee for anyone who is utilizing physical space (vendor booth space, a stall or designated street location for vendors) on the grounds. Those providing mobile services, such as banding and braiding or vet and farrier services for a specific exhibitor, should not be charged a vendor fee because they are not utilizing or advertising within a particular physical space for the duration of the show. There was also discussion to possibly allow potential vendors to sell their products or services as part of a sponsorship or advertising package, particularly if claiming to be the sole exclusive representative at the show, so long as they meet all other current vendor requirements, such as the necessary insurance coverage. Terri included that unlike some other horse show facilities, Springfield does not charge for vendor spots used, so PHBA just collects per our current vendor rules listed in the World Show Premium Book. Tom read aloud the current written vendor rules. Discussion was had regarding the need to update, clarify, and include in more detail what constitutes a vendor who will be required to pay the appropriate fees.

B. November Financials — EB discussion

1. Tom Craun inquired about item 7010 C, contract labor/professional services, for approximately \$2950 and what that fee entails. Terri will have to get back to the EB, as she did not readily have the necessary document on hand to refer to.

C. Sponsor Drive Updates - Mimsi Coon

1. Youth are already starting to make their phone calls.

2. Sponsor drive forms have been updated and will be sent to everyone soon.

3. Mimsi has four and a half pages spoken for in the program.

4. Dave asked how its broken up. Mimsi said its divided into Open, Amateur, Youth and Other depending on what type of sponsorship they are providing. She stressed that everyone's help in obtaining sponsorships is appreciated.

5. There is also \$1000 Open Color, Carmen's \$1250 for Open Junior and Senior Western Pleasure, and \$1000 for a Ranch Riding class from the Fox Creek already donated.

6. Mimsi talked to her insurance person and will meet with them to determine a Corporate Sponsorship level, since we do not currently have a Corporate Sponsor.

7. Dave has given out 3 booklets to Twin City Featherlite, ~~Kemp~~ Kent feeds and ~~DAQ~~ DAC.

8. Joy requested 5 booklets and stated that she has talked to someone with Kubota and they will let her know what kind of corporate sponsorship they can do after their meeting.

D. 2022 National Convention - EB discussion

1. Mimsi mentioned there is a tentative schedule, an ad in InStride magazine about the Convention dates and tour to the museum. A bus has been obtained to transport people to the museum. There will also be a limited number of visors for those who donate \$50 to the museum. Those who wear their visor to the reception will be in the drawing to win several prizes, including a full page ad in the 2022 program, \$50 off of one stall for one horse at the World Show and a bottle of Bradshaw whiskey.

2. Terri will share the menu when she gets it, so that the EB can plan for the meals, bar, etc...

3. Mimsi mentioned a "thank you" gift for the Bradshaw's. She has contacted KC Montgomery to commission a 20x24 oil painting, appropriately framed, of the stallion Influential, for the Bradshaw's. He usually charges \$3000, but is only charging PHBA \$1500. She requested that the EB members send \$135 to the office to help cover the cost. Mimsi Coon, Tom Craun, Lynn Rohwedder, Mike Bendele, Mike Battey, and Dave Remus verbally committed to chipping in. This is expected to be delivered by March 15th to be presented at the 2022 Convention, between the Hall of Fame presentation and the start of the auction.

4. Terri is working on securing a professional photographer for the Convention.

5. InStride advertising included messages from Open, Youth and Amateur presidents, registration special, and trainer sale page.

6. Booth replacement – Terri has not yet been able to look into it, but its on her list to contact Courtney.

E. Stateline Tack question update – Terri Green

1. Terri talked to them about the "Refer a Friend" from the November board meeting. They responded that they would be happy to do that for PHBA. They would likely duplicate what they did for Appaloosa and donate a halter for the random winner and a new member, plus a \$5.00 SLT gift certificate. The Appaloosa club also donated a \$100 Visa gift card to both winners. We just need to send a high resolution image and run the campaign for at least 2 weeks, as Appaloosa did. Discussion was had to determine when we would like to push that campaign and whether or not to add other incentives, such as, a free transfer or Tioga Territory gift certificate. Tom asked how many memberships it brought in for the other club, in order to determine if the extra work for the office would be worth the effort. Terri will find out from Lisa how many new memberships the Appaloosa club actually brought in from their campaign before the EB makes decides to move forward with it.

2. Mike Bendele asked for an update on the Stateline Tack Battle of the Breeds contest. Terri said she received information stating that due to

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irregularities they decided to recognize all semi-finalists and will send them all a prize, plus a \$500 product donation to support PHBA's mission, via a foundation, scholarship or cause outside of PHBA. The youth scholarship fund was mentioned as a possibility. Tom Craun made a motion to send it to the Heritage Foundation. Seconded by Mike Battey. Further discussion included a suggestion by Gene Ray Stewart to also consider splitting the donation into \$250 to the Youth and \$250 to the Amateur. Mimsi proposed that Gene Ray's suggestion be given to the Heritage Foundation for them to split the donation between the Youth and Amateur once it is received. Motion carried.

3. Tom asked about the Palomino Breyer horse that was supposed to come out this month. Terri will check in with them for an update.

IV. New Business

- A. PHEK Show Request – Request has been made to have 6 judges for Saturday's portion of the show to judge halter and color. Lynn Rohwedder moved to approve. Mike Battey seconded. Motion carried. Tom Craun abstained from the vote.
- B. Missouri Show — This is a new show, on April 30th-May 1st, working in conjunction with the Missouri APA, that would like to offer PHBA classes in a double judged split/combined format. Tom asked if rule 3035 would cover that request. Terri mentioned that they have also already paid a non-APA fee. Lyn Rohwedder made a motion to approve the request, per rule 3035, for the split/combined April 30th-May 1st show. Gene Ray Stewart seconded. Motion carried.

V. Adjournment.

Motion to adjourn made by Lowanda McDowell. Tom Craun seconded. Motion carried. Meeting adjourned at 9:09pm.

Respectfully submitted,
Jenifer Patridge, Recording Secretary