



4083 Iron Works Parkway  
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**AMERICAN SADDLEBRED HORSE ASSOCIATION  
BOARD OF DIRECTORS MEETING  
Monday, August 6<sup>th</sup>, 2018 – 5 PM DST**

1. **Call to Order** – David Mount
  - a. **Roll Call:** The following ASHA Executive Committee members were in attendance on the call: President, David Mount; Vice President, Joan Lurie, Secretary, Owen Weaver; Treasurer, Leslie Rainbolt-Forbes. Executive Committee Members, Elisabeth Goth, Holly Nichols, and Donna Pettry-Smith. Also present were Candida Covino-Aversenti, Allen Bosworth, Sandra Currier, Cheryl Innis, Emily Lee, Scott Hagan, Joe O'Brien, Evan Orr, Tandy Patrick, and Jenny Taylor. Also present were Terri Dolan, and Kathie Dunn Jacobson.
2. **Adoption of Agenda** – David Mount asked to get a motion to adopt the agenda, it was approved by majority.
3. **Ratify Minutes from May 7 & July 13, 2018** - The board ratified the minutes from May 7 and July 13.
4. **Declare Conflict of Interest** - No one declared a conflict of interest. David began the meeting with the President's report.
5. **Equine Welfare Advocacy Committee Report** - Kathie Dunn Jacobson updated the board with the committee activities on the horses that require DNA testing and she is also working with the registry to obtain a list of horses that can be registered. As soon as these reports are finalized, she will provide further updates to the board.
6. **Nominating Committee Report** - Joan Lurie gave an update on this committee. She indicated that she has reached out to all members whose terms are expiring and can run for another term. She also mentioned that the release was sent out to the membership for accepting nominations and the deadline is August 15<sup>th</sup>. First week of September, the committee will begin to review the nominations.
7. **Finance Committee Report** – Leslie Rainbolt-Forbes explained that there are no current financials due to the conversion project. However, the conversion is still in progress. She also mentioned that the office is currently accepting applications for the Accounting Specialist position. Joe O'Brien suggested that the ASHA provide quarterly statements, and Candi also agreed to the suggestion.
8. **Registry Report** – Sandra Currier gave her report for the Registry. She updated the board that we have received 11 entries in the new 3 YO Hunter Sweepstakes program that will show next year. The entries are up in the Yearling classes from 120 to 131 to show in VA next year. The Sport Horse logo was added on the ASHA home page and also on the Sport Horse's page to help attract people and keep enriching content.
  - a. **Registration:** Completed YTD: 783 compared to 903 in July 2017
  - b. **Transfers:** Completed YTD: 1653 compared to 1709 in July of 2017.
9. **Marketing Committee Report** – Allen Bosworth informed the board that they have reviewed and interviewed 6 candidates for the marketing position. They have settled on 3 people and will perform in person interviews on Thursday at KSF WCHS. He also indicated that last Friday some members of the committee updated Terri Dolan on the Marketing activities and projects.
10. **Executive Director's Report** - Terri Dolan provided an update on the following projects and activities:





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- The ASHA/ASR employees seem to be moving in a more collaborative manner. The office is having weekly staff meetings and communicating better to resolve issues.
- ASR: Current state we do not know how long it takes to complete transfers and new registrations. We need to understand the process for each and get a baseline for both. We then need to understand what slows up the process and make revisions and or educate our members on how to send in accurate information. We cannot improve service until we have quantitative information.
- Interviewing for two key positions: We are interviewing for an accounting specialist and a marketing/communications manager.
- Additional items: Capturing in a written format key processes of each person's job responsibilities, key promotions and events so everything is not just in peoples' heads but there is a systemic and cost evaluated process to these areas.
- Hiring of PR person just for WCHS: We hired a PR Specialist to help promote the American Saddlebred to the public during the 2018 KSF. Results will be shared with the Board at the next meeting/call.
- UPHA/ASHA Conference: She has begun work with Susi Day on the upcoming convention. We will need to put together a committee to ensure we are providing meaningful content for our members.
- Licensed Officials Program: We are working with Chuck Herbert and the transition team to articulate next steps and a timeline. Terri is working on a job description for this part time role.
- Strategic Planning Document: She is finalizing the final drafts of this document to be ready for review by the board and respective committees.
- WCHS Activities: The Daily and App are now fully funded with paid sponsors. An overview of Agland and our promotional and volunteer needs were discussed as well.

**11. President's Report** – David Mount announced about the opportunity for a fundraiser at the Kentucky Derby Museum highlight Saddlebreds at Churchill. More details to follow. He also discussed the task force that has been created to look into the office space options. A one year extension to the lease was presented to give us the time towards due diligence to this topic. A motion was moved to extend a lease for one year while the task force continues on exploring options for office space. David updated the board about Safe Sport. Terri has been contacted by a USA Today reporter inquiring more information of the changes that took place of recording shows and implementing the guidelines and policies set forth by USEF. David received support from the board to wait after Louisville to discuss moving forward with Safe Sport implementations. We hired a crisis management expert to give us advice to responding to these inquiries. The board agreed that Terri Dolan will be the spokesperson and speak by the direction of the board. Candi made the motion, and Donna seconded the motion to elect Terri Dolan as the Spokesperson.

**12. New/Old Business** – There were no New/Old Business to discuss.

Candi moved and Elisabeth seconded to adjourn the meeting at 6:00 PM and it was passed unanimously.

