

MHAO BOARD MEETING MINUTES – JANUARY 16, 2021

Board members present: Doana Anderson, Gay Adams, Julie Nygaard, Karen Breckenridge, Kathy Christensen, Karen Weiderman, Shirley Champion, Sara Breyman, Martha Woodland and Sandi Humphres

Board Members not present: Nancy Eidam, Diane Pixlee, Mary Grimes, Erin Silver and Grace Martin

Board quorum met.

Purpose of Meeting: Budget/Planning Meeting

The Zoom meeting was called to order at 1:10 PM on Saturday afternoon.

Welcome: Acting President Kathy Christensen welcomed new members Sara and Sandi. Sara has agreed to be on the Scholarship Committee this new year. Sandi will be a good connection for MHAO to the Gaming Horse community. This will possibly help us gain new members and knowledge from Sandi. Huge thank you to both of you for joining our board!

Officer Changes: Kathy agreed to step forward as the MHAO President. She spoke about being a reluctant President but she will do the best she can and feels good about the 2021 Board. There was an Executive Board meeting (officers of the Board) on December 9th 2020 to talk about how the Board would function with Kathy as our “Acting President”. Each Board Officer offered to take on certain jobs or responsibilities of the President position to help in the day to day operation of our Club. Since then it was discovered that per AMHA we needed to have a President, Vice President, & Secretary to qualify to be an affiliated club. The delegation of duties from the Executive Committee meeting will remain in place. Gay will send the minutes from that meeting to the Board so they will know who is doing what. Julie Nygaard made a motion to appoint Kathy C. as President & Gay as VP, Karen Breckenridge seconded. Motion approved for both positions.

Secretary Report: The minutes from the November 8th 2020 Zoom General Membership meeting were approved.

TREASURER’S REPORT – Karen Breckenridge as of December 31st 2020

General Checking \$18,635

Savings \$25,499

Futurity \$11,894

Nancy Falk Trust \$12,654

OMC Checking \$11,163

Total Fixed Assets \$1,177

Paypal Online \$194

Other Current Assets \$354

Grand Total \$81,570.00

The income on the December statement is attributed to collection for advertisements in the Futurity Booklet and the Membership Directory. There are 4 remaining ads to collect. Karen also reported that the required MHAO club applications for 2021 have all been sent. Taxes will be completed after the internal audit is completed. The audit should be completed by January 31st.

COMMITTEE REPORTS:

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SHOW REPORT - Karen Breckenridge

Karen reports that an application for a show grant, for the OMC show in 2021 will be submitted to AMHA. We are not sure how it will be analyzed, as this is money given to help struggling shows continue. Since we had to cancel last year's show for health safety, (Covid Virus) that might be reason enough to qualify OMC as a worthy cause.

The Hotel for the show staff has been secured in downtown Eugene. There will not be a host hotel for members/exhibitors this year. Because the Olympic trials are scheduled to be held during the same week as our OMC show, the hotels do not want to tie up their rooms with a block of rooms at a set price, They are hoping to be able to ask more per room during that week due to higher demand. Per what we saw last year, if the usual rate might be \$150 per night they might be able to get \$300+ per night. That said, COVID is rampant in Japan right now. There is a chance the Olympics will again be cancelled. We will have to wait and see.

Judges – Karen is 90% sure that we have secured a Dressage judge from Nationals for our June show. We are still in need of a Ring Steward, but Nancy Harvey (our show manager) is working on that. Our Working Western judge will be Peggy Bond-Heath, and the main judge hired is Ron Bartholomew.

Sponsorships – At Karen's request, Gay will alter the Sponsorship packages with COVID in mind. There will not be sponsorship tables this year nor any food provided to attendees. Any fun events will need to be designed for social distancing. The carrot obstacle course should be able to move forward. Once the sponsorship packages are altered, Gay will send them to the Board for their input and ideas.

Karen will be calling the trainers and past sponsors in February. She does not expect to have the same level of sponsorship this year but we will still try. While talking to the trainers she will see what she can learn about the number of horses that will be coming and what schedule changes might be needed. At this time we will stay with an income estimate of \$78,000 and cross our fingers.

There was a brief discussion about a rumor seen on the PNW Horse Shows website that said we weren't having our show this year. Also, a rumor about us being a Regional show. Our show is happening and we are not a Regional show. We will contact the person who creates the PNW Horse Shows site. Gay has corrected the OMC Facebook entry that said we were a Regional show to say "the largest Morgan horse show in Oregon". Gay will get a special Stable Sheet out promoting the dates for the show and encouraging people to make their hotel/housing reservations now. She has a list of previous exhibitors and will include them in the distribution. If she needs more information on past exhibitors she will contact Kelly McFaul. She will also post it on our Facebook pages. Gay will send the current OMC flyer to Kathy. Kathy C. will also get info out on a variety of Facebook pages to promote our OMC show.

Karen reported that we have approval from the Dressage Association, USEF, UPHA, AMHA and the Saddlebred Association for the OMC show. Gay has sent in a request for insurance coverage to the insurance company and will forward the needed certificates of insurance for the show to Karen as soon as they are received. We have requested coverage for the OMC show, Spring Clinic, Award Banquet and promotion booth at the State Fair. Should submitted events be altered, she will let the insurance company know. Karen will contact Erin regarding who should make reservations at the Dye house and when. With the Virus restrictions changing daily we will wait and see before signing a contract.

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There was a discussion about whether the Trail and Ranch Riding classes at OMC are open to all breeds. It was stated that a lot of times classes like these can't be open to all breeds if they are to be classes that qualify our exhibitors for Nationals. Karen will check on it. Sara mentioned that qualifying for Nationals could possibly be waived again for the 2021 Show.

Budget: \$78,000 in income less \$71,000 in expenses for a **net profit of \$7,000**. Income and Expenses are based on our normal amount less what we paid toward awards in 2020 that will carry forward to 2021. The goal for income is aggressive. We will know more as we work forward.

SCHOLARSHIP - Mary Grimes Report by Gay Adams

It was reported that Mary Grimes does not have phone service and will reach out to communicate with Sara as soon as she can. Mary is developing a fundraiser idea for a Fishing Derby.

Sara brought up a suggestion to provide a link on our website to be able to push a button and donate directly to the scholarship fund. Gay said we had removed a direct payment for membership from our website to protect user information. We are currently asking our members to call our Treasurer if they want to bill their membership fee to a credit card. Karen said Paypal is not working with Quickbooks these days and won't work for this function. It's not our private website; we use an outside provider for it. Doana will see if there is a way to do this and work with Karen and Dallas. It was suggested we investigate how our National AMHA group does it. Sara will do some research on that.

Budget: \$500 is available in the account so we can award another scholarship in 2021. The Scholarship Committee will need to fundraise to replenish it so we can give another scholarship in 2022. Budget is net \$0 for scholarship plus **\$100 for miscellaneous expenses**.

HI-POINT – Kathy Christensen reporting for Erin Silver

Nothing new to report about Hi-Point awards. Erin has some awards left over from prior years. She will be building in more awards to cover virtual shows.

Budget: Raised to **\$2,000** so will have enough for virtual show awards.

Spring Clinic – Kathy Christensen reporting for Erin Silver

There was a lively discussion about the Spring Clinic that is usually held in March or April. Kathy reported that Erin suggested tabling the clinic until July or possibly having it during the OMC June show. This could give us time to avoid restrictions from the Covid Virus. The Spring Clinic is usually combined with the Spring General Membership meeting. Gay advised that our By-Laws say we must have a General Membership meeting before the end of April. They do not require anything specific about the Spring Clinic, but we do have a mission of providing education. The General Membership Meeting could again be virtual, but we need to look for ways to entice members to attend.

Karen B. thought having the clinic during the show would not be a good option. With Covid rules being so strict we will need more volunteers this year to help with the show, yet we have to keep the # of people there down. Everyone will be busy. There is too much going on with set up before the show starts requiring access to the arenas for OMC purposes. Using Sunday is not a good idea either. We

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need to be out by noon on Sunday to avoid an additional day of costs for the facility (\$14 per stall rented and \$500 to \$750 for each arena – not cost effective for the Clinic). Additionally, there may still be restrictions against social gatherings.

Possible topics for the clinic: Working Equitation, Dressage, showing In-Hand. Other ideas from the Board:

- **How to get your horse show ready**- braiding, grooming tips, hoof preparation, etc... this could also be a youth event. Open our clinics up for nonmembers for promotion and educational purposes.
- **In-hand and Showmanship**- this might be a draw for youth, also.
- **Clipping**- Learning the proper blades and clippers to use for special clip jobs; how to do a show clip and how to do diamond tips on ears. Could create virtually.
- Another topic suggested was having Sandi help organize a **Gaming clinic**.

Western Dressage, Western Equitation and Mountain Trail were other topics discussed. Kimberly Barker was a name that was brought up that has a facility and wants to get more Morgan people interested in her programs. She would be a good instructor for Working Equitation, Dressage, & Western Dressage. Kathy C. will pass this info on to Erin.

Budget: Normally rolls into cost for the General Membership meeting at **\$750**. Left that way for now.

BANQUET – Karen Breckenridge reporting for Erin Silver

Nothing to report except that we are currently planning to have the Award Banquet at the Heritage Mission in the Dye House in November.

Budget for banquet will stay the same at **\$750**.

(On Spreadsheet at \$1,500 for Award Banquet + Spring Clinic and 2 General Membership meetings). Will re-evaluate as we go thru the year.

YOUTH COMMITTEE – Diane Pixlee and Grace Martin absent, Gay Adams Reported

As far as we know the virtual shows are moving forward, but Gay has not received anything for promotion in the Stable Sheet yet. February was supposed to be the first one. With no promotion going out, we don't currently know if there will be one in February or if it will be delayed to March. Kathy C. will send an email to get information about the current status. The email will find out if it is in the planning stage and get a feel for what is expected in the way of participation. Our youth numbers at OMC have been down the last few years.

Question was brought up that if only 3-6 people are doing the Virtual shows is it cost effective? It was asked who is being invited to participate...the youth from just our club or from the whole Region? Per what Gay knows, we are inviting people from around the Region but riders are to be on a Morgan horse. Diane is asking for one judge to handle all 3 shows.

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Lots of ideas were discussed at the meeting. There is an indication that several people might be willing to help on the Youth committee. We will let Diane and Grace know.

Budget for Youth -Donation account from Nancy Falk Trust advances \$500 each year and this year the club budgets an expense of **\$2,000** so it will cover the cost of virtual shows and any new Youth activities. (\$1,500 from the general fund + \$500 for YOY from Nancy Falk Trust account = \$2,000 as a total expense budget for Youth)

STALLION AUCTION – Gay Adams

Each year the 60% of the net funds from the Stallion Service Auction goes to the MHAO General Fund. This is done to reimburse the club for the cost of the Futurity classes offered at OMC. It goes to the General Fund, not to the OMC account. The remaining 40% goes to the Futurity for prize money. That division of funds will continue to be monitored. If what goes to the club becomes more than the cost of the classes, the formula will be re-examined.

So far, there are 24 Stallions signed up for this years' auction. Gay is still looking for stallions and hopes to have more. The goal for bids this year is, \$17,000. This would be an increase from last years total of \$15,000. Some stallion owners are saying no to donating because they feel they have donated enough for the year. There has been an increase in the number of auctions (Superior SSA with over 100 stallions represented, the Stallion Auction Sweepstakes, etc). What is more, New York and Michigan are offering more stallions than in the past. Some owners only donate to AMHA or to the auction in their area. We don't have enough stallions in just our Region to have a successful auction. That said, we do want to promote as many Western Region stallions as we can.

Bidding will again be all online and will start in early February. The close date is April 17th. Those without online access can call in their bids to Gay. Gay asks that everyone on the Board help in spreading the word about the auction.

Budget: With bids of \$17,000 minus \$5,000 in expenses we should have **income of about \$6,800** to go to the general fund. The rest will go to Futurity for prize money. This is an aggressive goal in a questionable year. We will know if we can do this by the end of April. If not, we will need to adjust our overall club budget.

FUTURITY – Gay Adams

We are the last Futurity offered in our Western Region. There are currently 32 horses signed up. All participants are required to be a member of MHAO. There are 4 new members this year who joined in order to be in the Futurity. The Futurity classes are offered at our OMC show held in June at the Oregon Horse Center. There will be added Futurity classes at our 2021 OMC show, because of OMC being cancelled in 2020. We are adding for one time only 3 year old halter classes with an associated Sweepstakes class and 5 year old performance classes.

Budget – Breakeven plus at least \$5,000 pulled from reserves for prize money for the extra classes. Estimate is a **\$4,000 expense** will show on the P&L covered by the draw from reserves.

PROMOTION – Kathy Christensen

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Kathy will not be applying for a promotion Grant from AMHA this year. She doesn't feel we are in need and it has been a tough year for AMHA. The Banners are a go but she could use some help choosing pictures to be used on them. She will ask Erin to help with this project. There will not be a Washington State Horse Expo this year. We expect the NW Horse Expo in Albany will also close, and State Fair is in limbo. If State Fair goes, we will have a promotion booth there with expenses covered mostly by donations and what we already have on hand.

The **budget** is set at an expense of **\$1,100** to get the banners finished.

MEMBERSHIP – Doana Anderson

We currently have 11 Life Members, 44 Membership renewals, 3 new members. We are still in the middle of renewals. Last year we had 84 members (mix of life, individual, and family). Welcome to Lorinda and Greg Blue of Blue Ridge Farm and Karen Pate. This brings our total number to 58 so far for 2021. 36 members have not renewed from 2020. Renewal reminders will be emailed on Sunday or Monday of the following week. Revenue report- \$735 Family (21) \$780 Individual (26) TOTAL = \$1,515.00 This total is halfway where we want to be for our budget. All Board members are asked to help in recruiting more members.

Doana asked questions for the board to think about. What are some ideas that the club could do to promote or initiate past members to rejoin the MHAO? What would make you renew your membership even if you no longer owned a Morgan? Social gatherings are not permitted in our current times but more family events like trail rides or horse play days at a member's barn are suggestions. Possibly online activities such as Secret Santa's but with a Valentine themed twist, etc.

As for ideas for improving our membership website, what do you like and dislike about the AMHA new website? This year our website works, but next year there are freelance professionals that go online and figure out how to improve your site. This might be a good idea to pursue for new ideas.

Doana is still investigating an online directory. She ruled out the program she was looking at as not suitable for us. She wants something that will allow members to update their own info and highlight their horses at any time. We would still want to be able to collect a small fee for ads on the site (not classified but more formal ads for services, etc).

Budget for income from membership dues is \$2,200. Budget expense for the directory is \$1,200 less ads of \$400 for a net of \$800.

RIDE/DRIVE PROGRAM AND OPEN INCENTIVE -Shirley Champion

There were 5 participants in the Ride/Drive program last year and 4 participants in the Open Incentive program. It was suggested to send out an initial patch as soon as people join the Ride/Drive program so that it initiates conversation and interest. Attach them to your horse blanket or jacket and wear them to events or trail rides. Sandi said that in Jackson County there is a program that adds patches in increments such as 500 and 1000 milestones. So do we.

A lot more horse people are trail riding or are participating in clinics or doing Mountaineering because of the Covid Virus. Sandi and Shirley will work together and present a report at the next meeting.

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These 2 programs are important to our club for people that don't show. We don't want to be known as a club that is only for those who go to Morgan horse shows.

Budget - Ride/ Drive - \$150. Budget – Open Incentive -\$400.

WEBSITE /STABLESHEET – Gay Adams and Karen Weiderman

Everything is up to date on the website thanks to Dallas Bolen. It is functional with MHAO pages for our activities and Shows for the year; even California Shows. Doana mentioned that other sites have an online payment place and an easy way to add pictures. Sara said she would talk to Dallas about how to incorporate this feature along with the Scholarship donation plan.

Budget: Stable Sheet is \$450 to cover our subscription to Constant Contact.

GENERAL/FIXED COSTS – Gay Adams

Budget to remain at \$2,500 to cover insurance, advertising, membership fees to AMHA & the Oregon Horse Council, the cost of our website, etc.

NEW BUSINESS

HISTORY AND STORAGE – reported by Gay Adams

There is no need for a budget so far for the storage of our historical information. Nancy Eidam has graciously been storing it for 6 months and not charged the club. However, that may stop at some point.

Budget: \$900 toward potential expense of a storage unit for about 6 months.

EMERGENCY FUND – Julie Nygaard, Karen Breckenridge, and Diane Pixlee

A description and criteria for the newly formed Emergency Fund was read to the board by Julie. In 2020 one donation of \$250 was given to Shady Shadows Morgan Farm that lost their place to the Wild Fires this last Fall. They have plans to rebuild. The committee is still looking at other possible donations in 2021.

Budget - \$250 will be added to bring the total set aside back up to \$1,000.

HUMANITARIAN AWARD – Julie Nygaard, Karen Breckenridge, and Diane Pixlee

If you have any persons that you feel are worthy of special recognition from our Club for going above and beyond during the Wild Fires of 2020, please send nominations to one of the committee members and we will review them. We currently have 3 suggestions. Patricia Carlson has generously volunteered to make up framed certificates to each of the recipients of this award. They will be presented at the OMC and have a write up on our website. It will also be noted in our Directory and updated each year so the history will be saved. Contact will be made to Patricia when the recipients are chosen.

No Budget is needed due to Patricia's sponsorship of this award.

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SUNSHINE POSITION – reported by Julie Nygaard

Julie reported that during last year 1 card and 3 flower orders were sent out, for a total of \$243. The money for this came from the President's fund. A new Sunshine position has been created for these types of activities and Martha Woodland has agreed to take over the new position.

Budget for Sunshine - \$250

Budget for President - \$100

If anyone would like to send a card or note to Nancy Eidam, her address is:

PO Box 700, Umatilla, OR 97882. We don't have her physical address so we are unable to send flowers or chocolate.

A motion was made and seconded to approve the 2021 budget; budget approved.

The schedule for 2021 board meetings and for committee assignments was approved. Gay will get all the updated information to Dallas for the website and publish it in the next Stable Sheet.

Next meeting will be February 10th 2021 via our regular conference line at 7:30 PM

Meeting adjourned at 3:40 PM

Respectfully submitted,

Julie Nygaard, MHAO Secretary

See budget summary attached.

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Budget Summary:

Income/Expense Type	Income	Expense	Net
OMC	78,000	71,000	7,000
Scholarship	500	600	(100)
Hi-Point		2,000	(2,000)
Spring Clinic/Award Banquet		1,500	(1,500)
Youth	500	2,000	(1,500)
SSA (need bids of \$17,000)	17,000	10,200	6,800
Futurity (pulled from reserves)	5,000	9,000	(4,000)
Promotion		1,100	(1,100)
Membership	2,200		2,200
Membership Directory	400	1,200	(800)
Ride/Drive		150	(150)
Open Incentive		400	(400)
Stable Sheet		450	(450)
General/Fixed Costs		2,500	(2,500)
History Storage		900	(900)
Emergency Fund		250	(250)
Humanitarian Award		0	0
Sunshine Fund		250	(250)
President Fund		100	(100)
Total	103,600	103,600	0