

Teleconference – Wednesday – 11/28/18 – 7:30 p.m. Central Standard Time

Call to order by President Cobbs.

Roll Call: Sierra Covell, Chuck Cryderman, Steven Davison, Dennis Johnson, Mike Taft, Shannon Cobbs, Pat Connors & Wayne Mast.

Minutes to approve – ***Wayne Mast moved to approve the minutes of the Oct. 28th, 2018 Board Meeting held at the World Clydesdale Show. Chuck Cryderman 2nd the motion and the motion carried.***

WCS Updates: Mike Taft asked when the premium checks would be mailed. Cathy Behn reported she hoped to have them out by the end of that week. She shared that she had the WCS Premium checks done and was waiting to receive the checks for additional premiums from the Clydesdale Education Foundation on behalf of Victoria McCullough. Steven Davison stated the other point of discussion would be on the lawyer invoice from the Wisconsin based attorney. An additional topic for discussion was the request from a member for return of his sponsorship due to lack of acknowledgement for that sponsorship. Cathy Behn explained the history of auction people becoming sponsors. She stated that the committee did not tie auction sellers and purchasers in as general sponsors. Pat Connors stated he had talked to the member and he stated the money from the item was supposed to go toward the cart classes and he felt strong about it. He was disappointed that his name was not on anything or money didn't go toward where it was supposed to and he received no recognition. Mike Taft stated that the member had come down to his stalls and was so upset that he left the show. Chuck Cryderman stated he was the purchaser of the item and that it was promoted with photos and recognition prior to the WCS. Mr. Cryderman stated he could also have requested sponsorship for the money that he paid out for the item, but felt it was a donation toward the WCS on his behalf. Steven Davison stated that the CBUSA needed to own up to the fact that the member was not recognized and try to make resolution. Cathy Behn stated she had offered to do an ad in the Clyde News, website and so forth, but the member was not interested in that at this point and just wanted his money back instead of donating it to the WCS. Shannon Cobbs stated he had also talked to the member at the show and knew he was upset. He questioned why the auction people could not just be listed as sponsors. Cathy Behn explained that it was not set up in the WCS budget and that in the past, the auction buyers and sellers were not automatically sponsors. She stated the sponsorship packages and protocol needs to be re-addressed as that had been an issue and problem in the past. She explained that on the existing budget the auction was separate from the sponsorship packages. Shannon Cobbs stated that it was unfortunate the board and staff were getting negativity with problems. Pat Connors stated that the member is a good businessman and was just looking at the situation as a business deal that did not get followed through on. Pat Connors stated he did not feel that the member was willing to negotiate on the issue. He stated that the member did not want to get a lawyer, but felt he should get his money returned. Shannon Cobbs related he didn't know if it was the correct thing to just return the money. Steven Davison asked if Pat would be willing to have further conversation with the member about a compromise of some kind. Pat Connors stated he would be willing to talk further to him. Chuck Cryderman asked if a compromise would be for him to just deliver the item back to the member. Chuck Cryderman stated from this point forward all sponsorships or donations of any sort need to be accepted on a contractual bases. Discussion was also held on how much income from the auction items really went to the WCS. Cathy Behn was asked how much the last WCS auction grossed for the WCS after commissions were paid out. Cathy Behn reported that out of the \$100,000 at the last auction, only approximately \$74,000 went to the WCS. It was the consensus of the board that it is misleading when items are not

totally donated to the auction and commissions are taken out of the income. Steven Davison stated he felt that in the future auction items need to be purchased by the CBUSA so there is no questions about the money and where it goes. Shannon Cobbs shared his concern about the amount of complaining he had received in the past weeks. He stated the board had to try and turn toward a more positive dialog. Cathy Behn stated she had received calls from concerned members that are tired of all the complaining and negativity. These members stated the WCS was a huge success and needs to be promoted as such. Pat Connors agreed to have further conversation with the member involved and Chuck Cryderman offered to return the purchased item if that would help solve the issues.

Discussion was held on the invoice received from the Wisconsin Attorney of approximately \$7,000. It was noted that the Association had retained the attorney to help with legal matters of a few things at the WCS. Chuck Cryderman stated this was a prime example of the cost of doing business sometimes. He noted that he felt the invoice was well documented and represented the normal cost of legal advice and it should be paid. ***Pat Connors moved to pay the bill from the Wisconsin Attorney. Mike Taft seconded the motion and motion carried.***

Cathy Behn shared an idea to produce a 90 second video via the footage from the WCS. She related that Barclay Poole had put together an outline for such a promotional video that would bring a positive, promotional spin from the show and also promote the breed in the future. Mrs. Behn related that the cost for the video would be approximately \$1,100. Steven Davison asked if the association had the rights to all the footage of the WCS. Cathy Behn stated she thought Barclay Poole had the footage and that the Association would have the rights to it all. Cathy Behn stated she would send the outline for the short video to the board. She stated the video could be used for many purposes in promoting the breed and Association events. Cathy Behn stated she was working on the final finances of the WCS. It was the consensus that Cathy Behn was to forward the outline for the video to the board and the board could vote via email whether or not to produce the video.

Chuck Cryderman stated the board needed to have a workshop to work on many projects and issues. He stated there needed to be conversation and notations of the WCS events and more.

Moving on with the agenda was discussion on the National Show. Sierra Covell stated it had been discussed with the board to try and get member input about the decision to go to either Iowa State Fair or Ohio State Fair with the National Show. She stated at this point, there was no time for that to happen. Pat Connors stated the National was at the Wisconsin State for many years and that it would be nice to get a longer term contract. He stated that Iowa was nice enough to give the National for only one year without a contract. Sierra Covell felt that the National Show should remain at the Iowa State Fair for at least 2 years as it was a good show in 2018. She stated that would give Ohio State Fair an opportunity to try and change their dates a bit so it would not conflict with the Wisconsin State Fair. Shannon Cobbs stated Iowa was a good show and he would return to the show. He stated that Ohio State Fair was a great facility and they were willing to work aggressively to meet the needs of the National Clydesdale Show. Further discussion was held on the dates conflicting, school beginning, and the opportunities for the National Show. Steven Davison encouraged the board to consider a three year contract for more member stability. Sierra Covell stated Iowa was actively looking into added premiums and things to make the show even better. ***Steven Davison moved to award the 2019 National Clydesdale Show to the Iowa State Fair. Pat Connors seconded the motion carried.*** Wayne Mast asked if the commitment could be in the form of a written contact. Discussion was held on how many years the National should stay at the Iowa State Fair.

It was the consensus of the board that the National be held at the Iowa State Fair for 2019 with more conversation and negotiation at a later date. Sierra Covell stated she had talked to Pauline Hesson at the Iowa State Fair about involvement between the board and judge nominations for the show. It was her understanding that Iowa would be open to nominations and she would look into the timeframe for that process.

The National Sale was next on the agenda. Chairs of the National Sale were discussed and it was the consensus of the board that Dave Hennen & Shannon Cobbs would act as those chairs. Cathy Behn stated she would update the forms for the 2019 National Sale and send them to the chairs for review. Discussion was held on the Sale Entry deadline for cataloged horses. It was noted that in the last few years, the deadline had been extended and that was making it difficult to produce the Sale Catalog and get it mailed out in a timely manner. It was the consensus of the board to hold firm on the catalog deadline. Pat Connors suggested changing the deadline to January 31st. **Sierra Covell made a motion to make January 31st, 2019 the hard deadline to be in the office or postmarked for cataloged horses. Steven Davison 2nd the motion and motion carried.**

Dennis Johnson reported for the Nominations Committee. He stated there were three members up for re-election and that February 1st, 2019 would be the deadline for resumes for nominees. Mr. Johnson related that he spoke the board members up for re-election with Mike Taft wishing to seek re-election, Sierra Covell undecided, and Shannon Cobbs undecided. It was noted that there would also be a two year term open with the resignation of Ken Airgood. So, there would be three people elected for three year terms and one person elected for a two year term. Steven Davison stated he had been over the bylaws and they stated the board could fill a vacancy on the board. Mr. Davison stated Greg Bagley had voiced his seek election to the board for 2020. **Steven Davison moved to appoint Greg Bagley to fill the vacancy on the board until the April election. Dennis Johnson seconded the motion.** Wayne Mast asked who the next top vote at the 2018 election was. Cathy Behn stated that next highest vote was for Bob Wilson, with Shannon Martin being the second top vote. Chuck Cryderman stated that if a member was going to be appointed he felt it should be opened to the membership. Shannon Cobbs stated there was a motion on the floor and asked for a roll call vote. **The roll call voted results were as follows: Chuck Cryderman – no; Sierra Covell – yes; Dennis Johnson – yes; Mike Taft – yes; Wayne Mast – yes; Steven Davison – yes; and Pat Connors – no. The motion carried. Shannon Cobbs stated he would Greg Bagley and inform him he will be up for election in April. Steven Davison moved up to 1st vice president. Pat Connors moved to appoint Sierra Covell for 2nd VP. Dennis Johnson seconded the motion. President Cobbs asked for a roll call vote resulting in: Chuck Cryderman – yes; Pat Connors – yes; Mike Taft – yes; Steven Davison – yes; Wayne Mast – yes; Sierra Covell – yes; and Dennis Johnson – yes. Motion carried.**

Cathy Behn stated Ian Cruickshank will be forwarding information for the dues renewal newsletter regarding the Horse App. Cathy Behn felt positive about the app and said there will be a learning curve for the membership. Sierra Covell said she will be testing the app also before it is released.

Other business included Cathy Behn stating she had listed things that would need to be accomplished. Shannon Cobbs asked if everyone would be willing to go to a workshop. Steven Davison asked if the list could be split to chairs and do the work via email, holding people accountable to get them accomplished. It was noted that information could be given to the board prior to teleconferences to save time and decision making. Steven Davison said the budget could just be emailed to the board. Shannon Cobbs

related that the budget process would be difficult to do via email. Cathy Behn stated she could get a list together of committees and who chairs them to send to the board.

Shannon Cobbs moved onto the topic of social media. Sierra Covell stated herself and Steven Davison post on the FB page and watch and remove any negative comments. If a person continues to be negative, they then block them from the page.

Chuck Cryderman stated he was still interested in seeing a stand-alone show for 2020. Mr. Cryderman stated he would be willing the chair the Draft Horse Youth/Novice Congress. Cathy Behn stated the WCS website was still up and asked for direction in keeping the website. It was the consensus of the board to keep the website and if a stand-alone show is planned for 2020, that website could be used. Shannon Cobbs stated that once the finances are final from the WCS, discussion should be held on what to do with profit dollars. He shared that the money from the London WCS was split to help exhibitors from Canada financially at the 2018 WCS and had paid out \$40,000.

Sierra Covell stated she would like to set up electronic voting for board of directors through a 3rd party source. She will be talking to Stacy Lynch to see how the Percheron Association is doing their voting. Cathy Behn stated the Shire Association is also looking into electronic voting as she had spoken to Clark Jensen. Sierra Covell agreed to look into all the details also look into how to put a digital membership survey to get membership involvement and get back to the board with those details.

The Board thanked Wayne Mast for doing such a great job delivering the Christmas Tree to the White House and promoting the Clydesdale Horse.

At 9:25 p.m. Chuck Cryderman moved to adjourn. Sierra Covell seconded the motion and motion carried.

Respectfully submitted by,

Cathy Behn, Executive Director
Clydesdale Breeders of the U.S.A.