

Teleconference – Tuesday – June 12, 2018 – 8:00 p.m.

President Shannon Cobbs called the meeting to order at 8:06 p.m.

Roll Call was taken resulting in: Sierra Covell, Wayne Mast, Ken Airgood, Shannon Cobbs, Steven Davison, Dennis Johnson, and Mike Taft being on the teleconference. Chuck Cryderman & Pat Connors were not on the call. Pat Connors joined the call at 8:30 p.m.

Cathy Behn related she had sent an overview on the sale with her Executive Directors Report and asked if there were any questions. Sierra Covell asked about the double photo charge and Cathy Behn related she was unaware the MEC was taking photos of the event along with Michelle Randolph. She related the photos were very different and the ones taken by the MEC could also be used for future marketing of the sale. Steven Davison related that Michelle Randolph did not use the Association room at the Farmstead but that she had paid for a room herself. Cathy Behn she would look into that as she did not realize Michelle did not use the Association room reserved for her. The Board of Directors entered into an Executive session to discuss some issues from the National Sale at 8:16 p.m. The teleconference was reconvened at 8:49.

Sierra Covell made a motion that all contracts for staff at the National Clyde Sale will specify the number of nights for hotel accommodations provided by the Association. Mike Taft seconded the motion and the motion carried.

Sierra Covell made a motion that all contract for the WCS specify the number of nights of hotel accommodations the Association will cover. Any nights in excess of the contracted amount will be covered at staff of the WCS own expense. Mike Taft seconded the motion and motion carried.

Sierra made a motion that any contract pertaining to vendor space provided by the Association will be adhered to with any additional space being invoiced to the contracted vendor. Ken Airgood stated that conversation will be needed regarding the topic with vendors. Wayne Mast seconded the motion and motion carried.

Discussion was held on who would get rooms at the WCS and who would not get a paid room at the WCS. ***Mike Taft made a motion that paid staff members & contracted staff with the Association will get paid accommodations stated in contract. Any volunteer or committee members that is volunteering time to the WCS will not receive paid hotel accommodations. Sierra Covell seconded the motion and motion carried.***

Shannon Cobbs stated that the high dollar horses sold at the sale definitely set a precedence for the entire sale felt it was especially important to lead off the Sale with that type of horse. Dennis Johnson stated the Sale Committee had always tried to place good horse up front to try and get sale started.

Cathy Behn update the board on the new Heavy Horse App. She stated that Ian Cruickshank was working diligently to get the app up and running. Steven Davison stated it would be nice to give an update in the next eletter and on social media. Cathy Behn suggested that if the Board had questions, maybe Ian could be on the July teleconference.

Next on the agenda was updates on Trademark procedures. Pat Connors related he would work on getting some actual quotes and numbers on what it would cost to trademark logos and entities of the Association.

The National Show was next on the Agenda. Cathy Behn related that Wayne Mast had agreed to order all the awards and she would be ordering all the ribbons for the National Show. Cathy Behn asked if the youth classes are with Percherons? It was noted that was unclear with the class listing, so she would send an email to find out and then send Wayne Mast a class list for the National Show for awards. It was noted that Email entry deadline is July 1st. Wayne Mast has also agreed to call out for sponsors for awards at the 2018 National Show. Steven Davison also stated he would put something out on FB about sponsoring an award for the National Show. Shannon Cobbs stated he felt the bigger hitches would like to see a trophy in their showrooms. Shannon Cobbs also stated that school starts for many that week so felt that was a conflict for the National Show in Iowa.

A written report was presented to the board from Barclay Poole on his media program and sponsors that had committed to that program. Mike Taft stated he had emailed the board the program of Gaitkeeper that he had suggested the board purchase for the WCS. It was the consensus of the board to go ahead and purchase the program.

Discussion was held on Vendor pricing for the WCS. Cathy Behn explained that Grant Johnson's concern was the prices on larger vendor spaces and asked for a reduction in the vendor prices. Steven Davison stated that maybe the larger vendors could be priced out by the square foot. After discussion it was the board consensus to discount the 8 x 30 booth space to \$800. It was also the consensus of the board to go along with Grant Johnson's suggestions on reduction of vendor spaces and also on how many passes each vendor would receive. The board's instruction was to have Grant Johnson get the vendors information on how to order things they would need for their booth from the Alliant Energy Center.

Steven Davison moved to accept Grant Johnson's recommendations for vendor booths and admissions passes with exception that vendors requesting larger than an 8 x 30 would be negotiated with the BOD. Sierra Covell seconded the motion and motion carried.

Cathy Behn related that she needed direction on a fundraising Auction at the WCS Banquet. She related that Linda Harmon was not interested in helping with another auction, but there were some exclusive items already committed to such a fundraising auction. It was the consensus of the Board to have 10 items or so and have some really nice items. Shannon Cobb stated that information needs to be put out to the membership and relate we are seeking 10 – 12 exclusive items only. Cathy Behn she would get that message out but would need help with the auction at the WCS. It was also the consensus of the board that items that seek commission payouts be reviewed by the Board of Directors.

It was noted that Steven Davison would be taking on management of the Foal Spectacular at the WCS as Elise Singer had resigned from that position. Steven Davison would be emailing and calling participants to remind them of the second payment due for the Foal Spectacular on July 1st.

Mike Taft stated the board had been sent information on field trips for schools to the WCS and that Tracy Taft and Barclay Poole were seeking the green light for the field trip program. It was the consensus of the board that is was a good program. Mike Taft moved to have Barclay Poole and Tracy Taft go ahead with the School Field Trips on Wednesday of the WCS with a price of \$5 per child. Steven Davison seconded the motion and motion carried.

Cathy Behn related that as the WCS approaches, there may be a need for a board workshop or more teleconference in the next few months. It was the consensus of the board that some decisions could be made via email. They instructed Cathy Behn to send such emails when needed with a deadline of when to respond to the emails.

Other business – Sierra Covell related she had an email regarding a study from a university on Clydesdale genetics. The desire for the University was strictly for study and research. It was the consensus of the board that the study would be ok to promote on social media.

Cathy Behn thanked the board on behalf of herself and Ryan Behn for allow her time away from the office during a very critical time for their family.

Wayne Mast suggested sending more alerts that WCS is coming and sending more updates in the next few months.

Sierra Covell made a motion to adjourn the teleconference at 9:56 p.m. Pat Connors seconded the motion and motion carried.

Respectfully Submitted,

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