



Meeting Minutes

CBUSA Board of Directors Meeting

Date: 9/7/2020

Time: 7p CST

Location: Teleconference

Attendees: Keith Mann, Steven Davison, Linda Harmon, Jeff Goodell, Mike Birky, Shelby Zarobinski, Don Hastings, Andrew Stalhiem, Mike Taft. Others Present: Stacie Lynch, Martin English

President Keith Mann called the meeting to order at 7:03p. Roll call resulted in all BOD present excluding Mike Taft.

Steven made a motion to approve the August minutes. Linda seconded the motion. All in favor. Motion passed.

Keith welcomed Andrew back to the Board of Directors.

Committee Reports & Motions: (note: see committee reports added to agenda)

- All American – Shelby added there has been discussion about getting awards to the 2019 Award Recipients. Discussion was supportive of sending these being mailed if winners will not be available to pick up this fall at the BOD meeting or at next year's sale. **Steven made a motion to ship these to award winners as needed. Mike Birky seconded. All in favor. Motion passed.**
- By-Laws – no report.
- Education – see report. (Mike Taft joined the call at 7:11p)
- Equine Health – see report.
- Finance – see report. Mike Birky continues to work on the budget. Steven updated the board about using paypal for transactions on the clydesusa.com website. **Steven made a motion to accept the financial reports. Mike Taft seconded. All in favor. Motion passed.**
- Futurity – Shelby recommended having a one-time fee for yearlings and 2 year olds to try to get horses back into the futurity. Shelby will look into fees required to do so for this. Discussion was held about how best to pay entry fees. The decision was made that entry fees would be paid directly to the office. Shelby will work on getting the website updated, too.
- Hall of Fame/Historical – no report.
- National Sale/Social - Discussion was held regarding the sale facility contract. The contract will hopefully be ready to approve at the October meeting. Discussion was held on USDA requirements for the National Sale. There may be options that do not require USDA registration for the sale. Steven will continue to look into.
- National Show – no action items at this time. Committee is securing judges for the 2021 show (same judges as for 2020 since it was cancelled). A member social is being planned.
- Nominating/Membership – see report. Keith asked about voting for 2021. Don said he believed we would be back to the old way of voting. Steven mentioned that he thought that electronic voting would be allowed as a way of absentee voting; Martin English agreed that it was allowed as an option for absentee voting. Andrew Stalhiem asked if electronic voting would have to be approved by the membership. Martin clarified that it was not required, but that it could not be

the only form of voting (in-person voting would still have to be permitted). Mike Birky stated that electronic voting is not specified in the by-laws. Martin clarified that the way absentee voting is held is not specific in the by-laws. The by-laws specify that in person voting must be allowed. Additional discussion was held about what is specified in the by-laws. Stacie said there were 101 requests for absentee ballots for the 2020 election before the sale was cancelled. Don will take this discussion back to the committee to have a recommendation back for the October meeting.

- Parliamentarian – no report.
- Pedigree/Prefix – no report.
- Pleasure/Riding – see attached.
- Promotions/Marketing/Social Media – see report. Steven mentioned that the 2021 Clyde News is out on bid now. The BOD will need to communicate electronically to ensure this bid can be awarded by 10/1.
- Queen – no report.
- USLGE – see report. There is interest from the committee to keep this program going.
- 2025 World Clydesdale Show – no report. Committee meeting soon.
- Youth Activity – see report.

Old Business:

- MEC Fraud situation – The BOD approved an agreement that Steven procured from M&T bank to get \$29,788.97 of the fraud money back. Keith talked to Dennis Fry from the MEC center. Discussion was held about the current bill which includes interest. Our original bill was \$37,346.49. With the recovery from M&T bank plus the \$5,000 our insurance paid, the difference would be roughly \$2,500. Discussion was held about whether or not we should split this out of pocket cost with the MEC. **Don Hastings made a motion to pay the full amount of the bill, including interest.** Motion failed due to no second. **Steven made a motion to pay the original full amount of \$37, 346.49. Mike Taft seconded. Roll Call: Mike Birky – Yes, Steven Davison – yes, Jeff Goodell – yes, Linda Harmon – yes, Don Hastings – no, Andrew Stalhiem – yes, Mike Taft – yes, Shelby Zarobinski – yes. Motion passed.**
- NASHHCS finals – Stacie will be attending the finals on behalf of the association. She will be taking promotional materials. Mike & Tracy Taft will send the iPad from Springfield Storage to the Ohio office for her to use. A banner and other small items have been ordered.

New Business:

- German-American Bank safe deposit box. Mike Birky will look into this and try to resolve since the German-American accounts are closed. Andrew Stalhiem offered to go to the bank if needed.
- October meeting – the board will be meeting in St. Louis. Tentatively the BOD meeting will be at 1p Saturday with committees being able to host meetings in the morning.

Mike Taft made a motion to adjourn. Steven seconded. All in favor. Meeting adjourned.

Respectfully submitted,

A handwritten signature in blue ink that reads "Steven Davison, DVM". The signature is written in a cursive, flowing style.

Steven Davison, DVM

Cc: Agenda, committee reports, recording

CBUSA Board Meeting Agenda
September 7, 2020
7:00PM CST
Teleconference

Call to order

Roll Call – Mike Birky, Steven Davison, Jeff Goodell, Dr. Linda Harmon, Don Hastings, Keith Mann, Andrew Stalhiem, Mike Taft, Shelby Zarobinski

Approve minutes from last meeting

Committee Reports

All American – Shelby Zarobinski

By Laws – Mike Birky

Educaton – Linda Harmon

Equine Health – Linda Harmon

Finance – Mike Birky

Futurity – Shelby Zarobinski

Historical /Hall of Fame – Andrew Stalhiem

National Sale/Social – Lisa Banga Graham, Keith Mann

National Show – Jeff Goodell

Nominating/Membership – Don Hastings

Parliamentarian – Executive Board

Pedigree/Prefix – Steven Davison, Shelby Zarobinski

Pleasure/Riding – Linda Harmon, Kathy Lindsey

Promotions/Marketing/Social Media/Technology

Steven Davison

Queen –

USLGE – Keith Mann

World Clydesdale Show – Keith Mann

Youth Activity – Jeff Goodell

Old Business – Update on MEC fraud check

New Business – October meeting will be in St. Louis, MO. Planning the board meeting after lunch, the morning is open for committee meetings, please get with me on times, so we can set that up and get notices out.

Adjourn



September 7, 2020

Clydesdale Breeders of the USA Committee Reports:

All American:

1. Constant contact has been sent and the website has been updated.
2. Kayle made a nice ad to use to advertise and posted to Facebook to encourage participation.

By-Laws: No report this month

Education: CEF updates below:

- Voted on scholarship winners.
- Voted to extend Foal Spectacular to yearling class at 2021 MGLI with Victoria's blessing. Email with new dates was sent to all owners with nominations.
- Voted on officers. They will remain the same.

Equine Health:

- Saving the world one question at a time. This month CPL. She was happy to have her emails responded to in such a quick time period. Stacie is a huge help in sending these on in a timely fashion.

Finance:

- Attached are our current account balances with Chase bank. They now include the MEC funds and the monies that were held at German America Bank. All of the CBUSA funds are now at Chase Bank.
- Mike is finishing the first draft of the expense side of the new budget now. Will send it to the Finance committee and Martin for review and comments soon. Will follow the same process with the income side. It is our intention to have the budget ready for board review at our October meeting.

Futurity:

1. Cheri sent checks back to folks and starting over from the location change.
2. Looking to get discussion or vote on having a 1 time fee for foals and yearlings to make the classes full for 2021. This would be 1 lump sum of the entries over the year or 2 years so we will have yearlings to show and 2 yrd olds for cart classes.

Hall of Fame/Historical: no report.

National Sale/Social: see attached

National Show:

Nominating/Membership: see attached

Parliamentarian: No report this month

Pedigree/prefix: No report this month



September 7, 2020

Pleasure/Riding:

- Zoom meeting scheduled for next week
- Will discuss Setting up Facebook group, self monitored riding program, and sponsorship of riding classes at the National Sale.

Promotions/Marketing/Social Media: See attached

Queen: no report

USLGE: see attached

Youth Activity: See attached

World Clydesdale Show: no report this month

CHASE *for* BUSINESS

Printed from Chase for Business

Bank accounts

Bank accounts

Total available balance **\$377,138.78**

Accounts	Available balance	Present balance	Account type
Operating Account (...0976)	\$76,026.41	\$76,026.41	Checking
National Sale (...9755)	\$46,110.00	\$46,110.00	Checking
World show savings (...8922)	\$101,245.86	\$101,245.86	CDA
General savings (...7253)	\$127,035.00	\$127,035.00	CDA
World Show (...7626)	\$13,215.65	\$13,215.65	Saving
Itemized Savings (...7659)	\$13,505.86	\$13,505.86	Saving

Credit cards

Accounts	Current balance	Payment due	Next payment due
BUSINESS CARD (...2790)	\$100.00	\$0.00	Aug 28, 2020

Merchant services

Accounts	Total card sales	Deposited amount
Merchant Services (...4253)	\$360.00	\$275.31

Pending approvals (0)

Merchant Services

Account

Merchant Services (...4253)

Date range



CBUSA National Sale Committee Meeting

September 1, 2020

7p CST

Teleconference

Attendees: Lisa Graham & Keith Mann, Co-Chairs; Steven Davison, Debbie Ruebush, Jayson Ward, John Haney, Mike Taft, Tracy Taft, Katie Bauer, Becky Fevold, Annette Fielding

Absent: Shelby Zarobinski, Melton Powell, Patrick McCarry, Jana Webb, Brilyn Webb, Dennis Johnson, Christine Yeasel, Linda Johnson, Andrew Stalhiem

Minutes:

Lisa updated the committee about recent talks with the IL State Fairgrounds.

Committee discussed draft budget based on 100 horses consigned, which would create \$10,000 of revenue. The fairgrounds are being rented as a 3 day event and facilities would cost ~\$12,500.

Discussion was held of what specific areas on the fairgrounds different events would be held. Lisa recommended having the sale/other events in the livestock center, using the 18 barns for stalling, and the coliseum for all previews & the Cart & Riding Challenges. The committee voted unanimously to use approve this recommendation & the majority voted to have the banquet in the lower level of the livestock center.

Tracy & Mike Taft brought up concerns about using the 18 barns because the stalls are solid concrete (no dirt stalls), some stalls would be smaller, and there may not be as many wash rack options. Discussion was held that outside shavings/bedding can be brought in if consignors want to bed their stalls deeper or use mats, consignors would be able to use wash racks in other barns if they want, and that small stalls could be used as tack stalls.

Discussion was held about keeping up the excitement for the sale – we are drawing excitement from the industry.

Discussion was held about options for clerking the sale & whether or not we have to have USDA licensing. Steven will continue to research USDA requirements. Lisa has been in touch with Andy White about the possibility of his company to clerk.

Clyde Sale Cart Challenge & Clyde Sale Riding Challenge – discussion was held about sponsorship. The committee recommended having the Riding/Pleasure committee try to help find sponsorships for the Riding Challenge.

Schedule – discussion was held about the draft schedule John sent to the committee. The committee tentatively plans to have the education seminars & tack sale on Thursday afternoon followed by the Happy Hour & annual meeting; Friday – new member breakfast, all previews plus Cart & Riding challenges followed by the banquet; Saturday – collectibles & large items prior to the National Clydesdale Sale starting at 10-10:30a.

Keith challenged all committee members to try to secure at least 10 horses for the sale.

Raffle Filly – Lisa/Tracy looking into the possibility for having a raffle filly. Tracy will be looking into the details of this. We will discuss more details at our next meeting, and if we decide to pursue will need to procure a raffle filly.

Scholarship mare has already been donated by Paul Snyder. Committee will let the CEF decide her sale spot & we will waive fees for her to be sold.

Shipshewana Harness is on board with sponsoring happy hour – details being worked out.

Sale sponsorship levels:

- Up to \$500 – Red Star Level
- \$500-1000 – White Star Level
- \$1,000+ - Blue Star Level

Springfield Convention Bureau – offering help with hotel rooms, etc.

Tentative next meeting will be October 6.

CBUSA Nominating Committee Meeting Minutes

Date: August 24, 2020 @ 7:00pm

Attendees:

Don Hastings, Chair

Jake Bauer

Jeff Goodell

Kayle Grott

Kristen Hastings

Cristen McDonnell

Rexx Mann

Kevin Paul



Minutes:

Don Hastings called the meeting to order at 7:08pm. Don explained the previous projects by the committee over the last year. Starting with:

1. Youth Voting – Don stated on the nominating committee’s last conference call on May 18th, we expressed the concern of youth members voting. Don felt we need to address and/or come up with a policy so we could clarify and/or restrict voting of a youth membership until the age of 18. Cristen McDonnell expressed concern of youth voting, stating she feels kids will vote the way their parents tell them to vote. Rexx Mann also voiced concern of youth voting and felt it was best to revoke voting immediately until they were of 18 years of age. It was encouraged as a committee to develop a policy so that it could be presented to the board and then voted on by the membership.
2. Online Voting – Don explained one of the goal’s of the committee is to develop and create a timeline and steps that will be needed to get the online voting process approved so it can be used in 2022 election. Don expressed we will need to submit our “process and proposal” to the Parliamentary & By-Laws committees and then it would be submitted to the board for approval. From there it will be submitted to the membership for voting in spring of 2021. Don described the events of the online voting process for the previous year. Online voting was on task to be approved by the board, then earlier this spring it was stated by the previous board there would need to be a by-law change in order to do online voting and it was voted down by the board at that time.
3. Updating membership list – Don discussed to the committee we are in the process of updating the lifetime membership list. The goal is to get email addresses for all lifetime members for the Online Voting process. Kayle Grott asked for a status of updating the membership list. Don stated Stacie and her crew have been working on inputting and updating the lifetime membership information in the DigitalHorse program. He is still waiting for the final numbers and lifetime membership list to be emailed to him. Jeff Goodell brought up the fact that as of 8/21, 429 – Annual membership, 572 – Lifetime

members and 6 junior members have updated their information. Don stated several forms were sent to the accounting firm in Springfield with the members ballots and Stacie was working on getting those finished. Kristen Hastings explained it became an overwhelming and tedious task. Several hundred members were contacted via email by Kristen (with only 25% response), over 600 were contacted by Deb Hastings personally via the phone. Jeff Goodell assisted in calling some too. It was then the previous board's decision to send a letter to every lifetime member asking them to update their information if they would like to remain active as a lifetime member. If no response from them, they still would remain active by in a dormant state until they contact the office and update their information. Kayle Grott brought up the concern of making sure those sending their information/ballots were legit. Cristen McDonnell stated she felt as an Association it is our duty to make every effort to contact and get in touch with as many members as possible whether it be with direct contact, social media, contacting everyone on the list somehow - who has not sent an updated form in. Perhaps a validation of member should be implemented, sending in a copy of their driver's license or photo id with their new membership form. Kayle asked if we needed to contact an attorney in order to interrupt the current By-Laws. Don encouraged each of us to speak to people in our community and see if there is a process we could develop and implement online voting. Kayle asked if the "purpose of the committee" could be developed and what the "charges" of the committee were. It was discussed that the "charges" listed on each of the committees were developed from the previous President and could be changed or updated as we move forward. It was asked of the committee members if they would like to meet in person at the Board of Directors meeting in St. Louis. Most everyone expressed interest. More details to come.

ACTION ITEMS:

1. By-Laws revision for Youth Membership voting. We were encouraged as a committee to create a statement regarding Youth Membership voting. We need to decide if we would suggest revoking the right to vote immediately until the age of 18. Also, to consider requesting the date of birth on new membership forms.
2. Continue to update the Lifetime Membership list.
3. Meet in St. Louis if possible.

Motion to end conference call was made by Jeff Goodell (I think) and it was seconded by Kevin Paul.



CBUSA Marketing/Promotions/Social Media

Date: 8/12/20

Attendees: Steven Davison, Chair; Lisa Graham, John Haney, Jessica Crannell-Menard, Cristen McDonnell

Absent: Cyndi Apsey, Sierra Covell, Thomas Maidl, Dean Raemisch, Kelly Jo Huyett

Minutes:

1. Social Media – Steven/Sierra/Thomas/Lisa
 - a. Sierra to link instagram to FB
 - b. Share posts from CBUSA page to your page(s), other groups
 - c. Member spotlights – Steven to get with Thomas to look into starting again
 - d. Highlight calendar sponsors in 2021
2. CBUSA 2021 Calendar – Steven/Lisa
 - a. Still have openings for business card ads
 - b. Hope to have ready by 11/1/20 to start selling
 - c. Social media – Steven will put a post about ad opportunities on FB
 - d. Committee members try to find sponsors – 7 spots left
3. 2021 Clydesdale News Bid Specs – Steven/John (Dean/Cyndi?)
 - a. John sending RFP – review by 8/20 (moving deadline up)
 - b. goal to get Bid awarded by 10/1
 - c. Watch emails, will need committee to score bids starting 9/18/20
4. CBUSA pamphlets/breed cards – Cristen McDonnell
 - a. Get bids for 1,000 and draft new design by next committee meeting
 - b. See attached Percheron Breed Card as example
 - c. Window decals – Cristen will work on pricing
5. Thank You Cards – Lisa Graham
 - a. Will get these ordered and to Lisa ASAP
6. Trade Show Display – Jessica Crannell-Menard
 - a. Goal to get pricing/budget for an association trade show display that can be easily packaged and shipped for volunteers to have at events throughout the country
 - b. Target deadling 10/1(ish) for committee to review before October BOD meeting 10/17/20
7. 2021 National Clydesdale Sale
 - a. Ad to be made soon – please share
 - b. Marketing opportunities – will likely list on website
 - c. John to maintain this website page
 - d. Will need help in person from committee at the sale – manning booths, etc
 - e. New Member Breakfast – Cristen to organize
8. Ongoing DHJ ads
 - a. Next due 10/20/20 for stallion issue – need ideas
9. New Business
 - a. Merchandise – Lisa/Steven to work on specs for items to be sold with CBUSA logo
 - b. Next Meeting - plan for next meeting week of 9/14 (let Steven know if certain days of the week better/worse for your schedule)

USLGE August Meeting Notes

Keith Mann Called meeting to order 7:05 pm

Keith, Tracy, Mark, Kayle, were present.

Went over what our 2021 Grant Activities are:

- 2021 WCS: Promotional Booth for horses for sale, Stallion ads, promotion of embryo sales, Education & new membership applications.
- Promotion: Booth expense for CBUSA. New booth and materials for the CBUSA to use at events such as: Midwest Select Sale, Mid America Draft Horse Sale, Can Am Clyde Sale, WCS, National Clydesdale Show.
- National Clydesdale Sale: Promotion in other countries publications. Live stream the sale for in bound and outbound attendees. Promotion of Stallions that are standing at stud in the USA.

New Ideas for future Grants:

- Promotion in up scaled magazines for new membership.
- Historical use
- Clydesdale News Translations

Discussion of Oct. Board meeting presentation of the USLGE committee.

The 4 of us will work together to create a presentation for the board and the general membership the present our current grant requests and the future ideas for the direction of this committee.

We are going to start an email chain to establish future deadlines and create the presentation. Mark was going to get a list of publication to advertise in the future so we can establish some idea of pricing. Tracy is going to forward the past USLGE presentation so we have a starting line for a new one.

Meeting Adjourned 8:13

CBUSA - Youth Activity Committee

Call 8-30-2020 @ 7pm

Committee members on the call: Jeff Goodell – Chair, Joe Wilcenski, Jerry Wilcenski

Absent: Lisa Banga- Graham, Tanya Connors, Kristi Wilson

- Goal is to keep young exhibitors excited and involved, transitioning them into future breeders and owners. Encouraging youth to not only get involved with the youth showmanship and decorator class but also the open classes to spark a lifetime interest in the Clydesdale horse.
 - Youth Congress – Youth Show – Etc
 - Partnering up with current Youth Congress or possible other events/shows
 - Encouraging youth to show their own animals that they own or have bred and raised.
 - Asking the education foundation if they might have any ideas on funding opportunities to grow youth participation.
 - End of Season Youth Champion from a local circuit?
 - Wisconsin, Indiana, Boone County, Illinois, Indiana, Iowa, Minnesota, and Lansing for example.

No Action needed as of right now, will try and schedule another phone call prior to the October meeting to discuss actions at that time.