

CBUSA Board Meeting Agenda
October 17, 2020
2:00 PM CT

Call to order

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

Recognizing members present at meeting

Approve minutes from last meeting

Committee Reports

All American – Shelby Zarobinski

By Laws – Mike Birky

Educaton – Linda Harmon

Equine Health – Linda Harmon

Finance – (2021 Budget) 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 –

New Business –

Adjourn



October 14, 2020

Clydesdale Breeders of the USA Committee Reports:

All American:

- Moving forward with reaching out to members to encourage participation. In addition to the judges that judged qualified shows, the committee is reaching out to get a panel of 5 judges for judging purposes.

By-Laws:

- Reviewed the amendments which were approved by the board last October, but tabled due to no annual meeting. Only the dates were changed.
- Committee discussed and proposed 3 new amendments to the bylaws.
- Copy of By-Laws with proposed amendments will be e-mailed to Board members for discussion and voting at Oct meeting

Education: no report

Equine Health:

- Working on article for 2021 Clydesdale News. Nanci Richards is writing with the committee to approve.

Finance:

- Committee will meet at 9:00 am of Oct 17th meeting. Purposed will be to review budget before submitting to board for review and approval.
- Will also meet with Stacie to discuss details around the possibility of the Percheron office taking over some of the finance tasks of the CBUSA

Futurity:

- The Wisconsin State Fair has given approval to add a 2 yr old Cart class to the schedule and use the open yearling classes to include the futurity horses. With this said, we are in process of updating the website to send entries and payment to the office. For 2021, a lump sum can be paid to get a horse entered in the futurity in the respective categories. Talks have considered regarding breeders for paying the scheduled fees over the years but also allowing someone to enter their horse the year of for a lump sum but at a greater rate
- Still working minor details out but will have website updated and work on constant contact emails to update membership.

Hall of Fame/Historical: no report.

National Sale/Social: no report.

National Show: Will meet at 10a 10/17/20.

Nominating/Membership: see attached



October 14, 2020

Parliamentarian: No report this month.

Pedigree/prefix:

- Recommend prefix "Mea's" be approved for John McDonough, Mea's Stables

Pleasure/Riding: see attached

Promotions/Marketing/Social Media: See attached

Queen: No report.

USLGE: See attached.

Youth Activity: No report this month.

World Clydesdale Show: Will meet 10/17/20 at 11a

Nominating & Membership Committee Summary

9/28/2020

Meeting Started at 7:10pm

Roll Call: Present – Don, Kristen, REXX, Kayle, Cristen, & Jeff.
Not Present- Kevin, Jake

1) By Law Amendments:

Discussion on striking the portion of the by-laws (article 5) 2nd Bullet. Strike the line “Lifetime members in good standing of the corporation may submit a written request for an absentee ballot to vote for directors.”

Further discussion was brought up about making other verbiage to that portion of the bylaws, and maybe to keep it more vague on the way of voting, so that we wouldn't be locked into a specific way.

Committee agreed to move forward on creating a policy for the voting process. We will work together on e-mail discussion to generate the exact verbiage to present to the by-law committee and BOD.

Committee also committee recommend that the BOD pursue the simply voting quote that Don received. As it would allow us a safe and affordable voting process that does not violate our current by-laws.

2) Youth Membership / Lifetime Membership:

One member questioned when the youth membership was established. Discussion was brought about putting an age on the membership for the youth 10-18.

The committee agreed that this was more important for the youth committee to discuss.

Youth being Lifetime Members was brought up for discussion.

The committee decided that we would have to add DOB to the Lifetime Membership Application to eliminate this from happening in the future.

Policy: Only members that are in good standing, 18 years of age, & provide a valid address would be allowed to vote in elections going forward.

Discussion about members only a lifetime member for voting privileges.

Raise the lifetime membership fee was brought up.

Committee agreed there was not a clear solution to the problem but thought that the most positive way going forward was to keep promoting every eligible active member to vote.

3) Active Membership Update:

1000 Current active members as of 9/28/20. 120 of those are current without email addresses.

Discussion was brought up to see if the committee could get the list of 120 email missing members to try to attempt to match with current email address, also for the remaining 2500 non-active members.

Don's recommendation was to submit a written request to the BOD for that to be released to the committee.

4) St. Louis Meeting:

Don took a roll call to see who was planning on attending: Potentially meeting Saturday.

Yes: Don, Jeff, Kristen, Cristen, Kayle (pending work)

No: Rexx (would be available to meet via phone)

5) New Business:

Criteria for BOD candidates

Don tabled this to be further discussed via email to create the verbiage for a new policy. We hope to have done by the St. Louis Meeting.

Meeting adjourned: 8:14pm

September 16, 2020 Pleasure/Riding Committee Meeting 7:00pm Central Time

Members Present on Zoom Meeting: Bob Solis, Jane Wigen, Kate Greckel, Kathy Lindsey, Keith Mann, Jessica Crannell-Menard, Linda Harmon

- Keith Mann- ask to share your background:
 - Jessica Crannell-Menard- west coast; 2 clydes; dressage; want to welcome membership and introduce riding; she is also on the marketing committee
 - Keith Mann- president of the association; excitement newest marketing opportunity; 2018 riding classes in the world show; need to keep pushing the
 - Take to board- having a clyde riding show (Ohio??) make it only riding for all draft breeds.
 - Kate Greckel- Nebraska- own 3 clydes, ride under saddle at local opens shows in western and english tack, also trail ride and work cattle with them. Looking to breed the mares in this coming year, enjoys starting horses under saddle.
 - Jane Wigen- Montana, not much for showing, but has done dressage, Ranch life with other breeds with farm drafts; Breed exhibitions, schooling shows, marathon cart classes; works with vet programs and want to do service work with her clyde gelding
 - Bob- Eastern Iowa, 11th grade daughter, Samantha; 5 years in the clyde business, they bid on a yearling stud colt from the national sale, 15 clydes now, pleasure cart, youth classes, riding & pleasure classes. First foal born in 2020.
 - Kathy Lindsey- 30 years; arabian trainer/instructor at a tech college, some dressage, halter, western. Husband wanted a draft, a suggestion of a clyde from a friend, and bought an older gelding. WI to Kentucky. 1st place jr riding world champion. did dressage, Dolly the clyde; 1 clyde and 2 haflingers now.
 - Linda Harmon- Illinois- hunter/jumpers, vet client gave her first clydes 30 yrs; currently 13 clydes

1) Self monitored Riding Program - Kathy

- Attachments
 - Try to hit up people who do not want to show, wanting to target the people who trail ride, have a clyde as a pleasure/companion animal
 - Need prizes, funding, logo, brochure, application fee/recording fee, sponsors, etc
 - Jane could put together brochures and designs
 - Kate- Equilab app introduction for people who may want to track time electronically
 - Kathy shared other breed programs and what they offer as well as ideas for our program:
 - 2 different type of programs we could promote:
 - Recreation Rider program- pleasure riding
 - Ambassador program- competitive riding
 - Do we have people out there that are not members of the association?
 - Lets entice people to be a member of the association.. Hopefully these programs could be a good business aspect for the association

- From the board aspect-
 - registered horses are a necessity for breeding/showing within the association
 - Membership list- is current; now goal of those who own a clyde but are not a member.
- Only offer to Clyde Members of the association, they can win prizes, have extra incentives, here are the advantages of being a member of the association.
- Kathy- an issue, we get a lot of geldings which are not registered, what do you do with those people?? Do you allow them to still be a part of the program?
 - Keith Shared: Geldings- not being registered- clydes have a difficult time competing in the 6 horse hitches. A lot cross breeds with shires. Reason to not register a gelding- they don't reproduce.
- 1st goal to increase membership
 - Could have different tiers/levels
- Kathy's Picture:
 - Must be a member of the association
 - Non registered horses- could pay a 'recording fee' if horse is not registered/has no papers

Kathy will put together a brief need's of what we need to get things going. This will be emailed out and others from the committee will tag on ideas.

Committee needs to create a proposal to take to the board of the association.

Timeline: We would like to be able to implement this program starting the beginning months of 2021.

- 2) Facebook page for the Pleasure/Riding group
- Jessica has dropped off the call- but did express high interest in this item of business via email communication.
- Could we have a group on facebook? But linked to the association?
 - Keith: It's great we have a recording of the meeting, Linda will take to the board meeting, the board will address this at the meeting. Board has to approve the decision, (I think this will have to be voted on by the membership???)

Next Meeting of the Pleasure/riding committee was not set, but communication will be forth coming.

Meeting adjourned at 8:30pm. Central Time.

Zoom Meeting Recording: <https://ntca-org.zoom.us/rec/share/4FHFQc8Jg58RcEWt6lSfWM9XgUidx4BYjAivfM8tW0aZGLKxFPsJOyxTvcN60T.6D6QbQCHcd-yOTUO?startTime=1600301718000>

Passcode for the Recording: g!5ZAe6z



CBUSA Marketing/Promotions/Social Media

Date: 9/15/2020

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

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

Minutes:

1. 2021 Clydesdale News Bids – Steven/John
 - a. Bids due Friday (9/18) at 5p
 - b. Steven will send dropbox link/excel sheet for scoring
 - c. Scoring details
 - d. **DEADLINE FOR SCORES 9/24 at 5p**
2. Social Media – Steven/Sierra/Thomas/Lisa
 - a. Sierra linked instagram to FB
 - b. Share posts from CBUSA page to your page(s), other groups
 - c. Member spotlights – direct interest to Thomas
3. CBUSA 2021 Calendar – Steven/Lisa
 - a. Completed. On sale on website (<https://www.clydesusa.com/shop/>)
 - b. \$15 with shipping; \$10 if purchase in person (Finals, BOD meeting)
4. CBUSA pamphlets/breed cards – Cristen McDonnell
 - a. Budget/draft – budget \$300-350. Cristen to continue working on draft
5. Trade Show Display – Jessica Crannell-Menard
 - a. Budget/details – total for recommended supplies is ~\$4,000 (attached)
 - b. Committee recommends having one large trade show display plus 2 smaller banner-only displays to be featured at events throughout the US.
6. Ongoing DHJ ads
 - a. Next due 10/20/20 for stallion issue – need ideas
7. Upcoming Marketing Events
 - a. NASHHS Finals – 9/24-26, Shipshewana, IN
 - b. Fall BOD meeting – 10/17, St. Louis, MO
8. Merchandise –
 - a. No update expected
9. New Business
 - a. Next Meeting - planned for some time in late October/early November

Item	Quantity	Price	Extended Price
Portable Projector	1	\$89.99	\$89.99
Customizable Retractable Vertical Banner	3	\$325.00	\$975.00
Customized 8' Table Cloth with CBUSA Logo	1	\$85.00	\$85.00
Transport container for materials	1	\$60.00	\$60.00
10' x 10' Trade Show Kit w/ Custom-Printed Pipe and Drape Walls, Table w/ Cover	1	\$779.99	\$779.99
Shipping for full display and 2 small displays	1	\$1,500.00	\$1,500.00
Pamphlets/Breed Cards for promotion & new member packets	1	\$350.00	\$350.00
			\$3,839.98

USLGE 2020 Committee Report

Kayle Grott, Keith Mann, Mark Martin & Tracy Taft

The goal of the USLGE grant program is to build markets for U.S. genetic (live or frozen) exports.

The USLGE Committee, this past spring, applied for 3 separate grants for the year 2021.

1. National Clydesdale Sale: \$15,000

- Breed Promotion in publications of other countries.
- Live streaming service of the National Sale.
- Funds for promotion of stallions that are standing at stud in the USA.
- Aid in funding of seminars for genetics, breeding and foaling.

2. Advertising & Promotion: \$7,500

- Booth expense for CBUSA promotion at show and sale venues.
- New booth design and materials for CBUSA promotion.
- Creation and production of promotion/publication materials for the CBUSA to use at events such as: CBUSA National Sale, Midwest Select Sale, Mid America Draft Horse Sale, Can/Am Clyde Sale, WCS, National Clydesdale Show.

3. 2021 World Clydesdale Show: \$10,000

- Promotional Booth of horses for sale, stallion ads, promotion of embryo sales, frozen semen, education & new membership applications.
- Distribution of promotional information that relates to the breed and members.

***We should receive notification of Federal Grants between Dec. – Feb.
(normally in September, later due to covid interference)***

Potential Income	\$32,500
<u>(-)Yearly Program Membership Investment (-)</u>	<u>\$ 5,000</u>
Approximate Net Financial Gain	\$27,500

(All grant materials directly benefit the entire breed/association. Most are needs that would be purchased at the CBUSA expense, if not for the Grant.)

Ideas for Future Grants:

- Promotion in up scaled magazines for new membership.
- Historical use
- Clydesdale News Language Translations
- Future World Shows

To contribute additional ideas for future grants please contact the committee members listed above.