



Meeting Minutes

CBUSA Board of Directors Meeting

Date: 2/25/21

Time: 7p CST

Location: Teleconference

Attendees: Keith Mann, Steven Davison, Linda Harmon, Jeff Goodell, Mike Birky, Shelby Zarobinski, Don Hastings.

Absent: Andrew Stalheim & Mike Taft

Others Present: Martin English, Lisa Graham

President Keith Mann called the meeting to order. Roll call resulted in all board members present except Andrew Stalheim & Mike Taft.

Steven Davison made a motion to approve January minutes, Shelby Zarobinski seconded. Motion passed unanimously.

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

- All American – Shelby Zarobinski reports awards have arrived and plan to present as many as possible at the 2021 National Sale Banquet. Shelby Zarobinski left the call after this.
- By-Laws – Mike Birky discussed the tasks required for the annual meeting. Discussion was held about the best practice for voting for the by-law changes. Final decisions will be made before the annual meeting.
- Education – Discussion was held on the seminars at the sale.
- Equine Health – no report
- Finance – Mike Birky discussed the action items needed for the sale. The insurance company has been notified and the policy updated. Shelby Zarobinski came back on the call at this time. Lisa Graham joined the call at this time.
- Futurity – Shelby Zarobinski reported the number of entries in the contest (see report), the deadline for older horses this year is June 1, so other entries can be made. Discussion was held about the pot for winnings this year. \$250 will be added per class this year to add an incentive.
- Historical/Hall of Fame – no report.
- National Sale/Social – Lisa Graham reported that the sale catalog is online and also being printed next week. There are 63 current consigned horses and we are hoping for more. The raffle tickets have nearly sold out – so far has raised over \$8,000. She reported that vendors are being organized. The Stars of the Sale is successful with nearly \$20,000 in donations so far, and these will be invoiced through the Clydesdale Education Foundation. Discussion was held about what requirements will be needed for COVID precautions for the sale. Lisa Graham says she has a list of these requirements. Mike Birky asked about clerking for the sale. Lisa Graham reports that this is in process and discussions with a local firm are being held.
- National Show – Jeff Goodell went over the report attached. Traveling trophies have been secured and will be available at the show.

- Nominating/Membership – Don Hastings reports that the SimplyVoting contract has been secured and signed. He hopes that most people will vote electronically utilizing the absentee ballot to become familiar with the digital voting system.
- Parliamentarian – no report.
- Pedigree/Prefix – no report.
- Pleasure/Riding – Linda Harmon reported that the USDF membership has been renewed. The committee will be opening the versatility program at the sale.
- Promotions/Marketing/Social Media – Steven Davison discussed the items on the committee report. Discussion was held about the State Line tack contract moving forward. The consensus was made to continue with the State Line Tack contract & to distribute \$2,000 worth of gift certificates to youth at the National Sale & \$1,000 worth of gift certificates to youth at the National Show.
- Queen – Lisa Graham reported that there are multiple candidates and the crown and sash have been procured.
- USLGE – Keith Mann reported that the funding from last year has been received. The committee is meeting next week with the promotion committee.
- 2025 World Clydesdale Show – The committee is scheduled for a tour of the Iowa State Fairgrounds next month. Lisa Graham is getting a quote from Minnesota. The goal is to announce the location at the National Sale. Discussion was held about the impact of the Canadian World Show being delayed if it is to 2023.
- Youth Activity – Jeff Goodell reported that he is having trouble getting traction with this committee. He asked for ideas to get sent to him.

Old Business:

- None.

New Business:

- Anne Nisley has contacted Keith Mann about a fall Clydesdale/Shire show being held at the MEC center in September. Shelby Zarobinski brought up a former discussion about giving money to shows on a first-come, first-serve basis. Steven Davison mentioned he remembered that discussion and that it would be nice to support a Clydesdale/Shire show. Jeff Goodell mentioned that he thinks the association should help promote the show but avoid funding shows. Mike Birky agreed with Jeff Goodell since no funds had been budgeted for this sort of thing.

Steven Davison made a motion to adjourn at 8:25p; Linda Harmon seconded. Motion passed unanimously.

Respectfully submitted,



Steven Davison, DVM

Cc: Agenda, committee reports, recording

**CBUSA Board Meeting Agenda
February 25, 2021
7:00 PM CT 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, Stacie Lynch, Martin English, Sharon Priebe

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, Kate Greckel

Promotions/Marketing/Social Media/Technology

Steven Davison

Queen – Andrew Stalheim

USLGE – Keith Mann/Kayle Grott

World Clydesdale Show – Keith Mann

Youth Activity – Jeff Goodell

Old Business –

New Business –

Adjourn



February 23, 2021

Clydesdale Breeders of the USA Committee Reports:

All American: no report

By-Laws:

- Tasks for annual meeting:
 - Have copies of proposed amendments printed for members at annual meeting.
 - Create ballot, and have printed for meeting.
 - Iron out details of voting.
 - Helpers to monitor/ check off membership lists and hand out ballots.
 - Arrange for ballot box.
 - Counting of ballots,
 - Announcing of results that evening.

Education:

Equine Health:

Finance:

- Tasks for sale:
 - Mike has given our insurance company the heads up that we are planning to have our sale. There are details to be worked out between them and IL. State Fairgrounds.
 - Determine number of credit card readers needed and get the from Chase Bank.
 - Discuss and determine details of how sale payments in and out will be handled.

Futurity:

- Futurity has 16 mares entered for 2022 and 2023 years and 3 for this year.
- Our deadline is still June 1st for yearlings and 2 year old so still could be more entries.

Hall of Fame/Historical:

National Sale/Social:

National Show: see attached

Nominating/Membership:

Parliamentarian: no report

Pedigree/prefix: no report

Pleasure/Riding:

Promotions/Marketing/Social Media:

- Call to the Annual Meeting Mailed 2/15/21



February 23, 2021

- Sale Catalog being mailed next week
- Meeting next week (3/4) with USLGE committee to prepare 2021 budget
- State Line Tack agreement renewal (see attached) – SLT wants to do \$1,000 for 2020-2021 instead of \$2,000 since we didn't have a national show. Need ideas for that money (gift certificates).

Queen:

USLGE:

Youth Activity:

World Clydesdale Show:

February 23, 2021, 5:45pm Central Time

Call in #425-436-6378

Participation Code: 6702555

Agenda and Minutes

Members Present: Kate, Jeff, Eric, John, Mike

- Sponsors
 - See Attached Excel Spreadsheet
 - All classes Sponsored!
 - green have paid for sponsorship already
 - Jeff will contact Stacy to send Invoices to the remaining producers
- Judges –
 - Hitch (Jimmy Pareo) Was Alternative from 2020 and he has confirmed to judge
 - Halter (Glenn Lewis has verbally committed to Jeff on the phone) Will also be judging the Junior on Saturday
 - 2019 judges- halter choices were given
 - Other considerations mentioned, Jim Emmons, Mark Sparrow, Jr Klein
 - Riding/Pleasure(Kathy Lindsay) Dressage(Eileen Ostlund)
 - Riding/Pleasure/Dressage Judge – Funding?
- Awards
 - Ribbons - Finalize Vendor Choice
 - Royal Ribbons- Ask if Lisa will be ok with going to do awards & ribbons
 - Awards – Finalize Vendor Choice
 - Lisa Graham but she has not given any photos or ideas
 - Kate will reach out to her.
 - Secure our budget for Awards and Ribbons
- Items to be completed
 - Before the Show
 - Awards
 - traveling trophy's need to be asked for- Jeff will do this
 - Jason Hill- burger barn - Champion Mare
 - Steve Westgate- Champion Stallion
 - Pat & Tayna Conner-s August Busch Award
 - Stallion Cart Class- no longer being utilized - this trophy should be in the Ohio Office.
 - During the Show
 - Social - let Pauline know on location and a time

- 10x10 space
- place it near main entrance or next to the photography booth
- Booth
 - Kate is willing to have it near her stalls
 - Banner- Ask Stacy at National Sale for this
 - New Marketing Pamphlets?
 - Jeff will ask for an update at the board meeting
 - Check with the marketing committee
- Help Horse Show Office – Misc
- Props for Riding/Pleasure
 - Dressage- see if she is willing to bring props
 -
- After the Show
 - Thank You Notes
- 1st place Photos from Photographer after show concludes - discussion (cost? Etc)
 - Kate will contact Tisha. It will likely be \$200 for all photos.
- Meeting at the National Sale
 - Meet on Thursday

Future Year National Shows- looking for 2023 - Kate will be contacting locations to see if they are still interested, gather rough premiums given out, etc.

Clydesdale Breeders of the USA
PO Box 345
Fredericktown, OH 43019
(815) 247-8780
secretary@clydesusa.com



Lisa Borg
Marketing Development
State Line Tack
Ozark Minitack.com
(870)435-6446
lisa.borg@statelinetack.com

February 13, 2020

Lisa,

Thank you and State Line Tack (SLT) for partnering with Clydesdale Breeders of the USA (CBUSA) for the marketing for the next calendar year. From March 1, 2020 to February 28, 2021, CBUSA agrees to the following items in exchange for \$2,000 product credit from SLT:

- Website link on CBUSA home Page (we provide logo and link to Clydesdale Landing Page for your members to get best deal available)
- Social Media Posts (12x - once a month). SLT provides the post.
- Eblasts to your members (2x a year). SLT will provide test.
- Banner at our National Show (SLT to provide 2)
- Table at our display at the National Show/Iowa State Fair for promotional materials
- Provide a brochure/postcard for exhibitor bags for your National Show

We look forward to this opportunity!

Signed:

Pat Connors, President, CBUSA

Date

Lisa Borg, Marketing Development, SLT

Date