

Clydesdale Breeders of the United States Minutes

Tuesday, July 13, 2021

Roll Call: Members Present – Mike Birky, Martin English (Parliamentarian), Jeff Goodell, Don Hastings, Keith Mann, Marty Soukup, Andrew Stalheim, Mike Taft, Shelby Zarobinski
Linda Harmon joined 7:08, Stacey joined 7:16

7:04 Meeting called to order

Shelby made a motion to approve the minutes from the April 22, 2021 Annual Meeting, the April 24, 2021 meeting and the June meeting. Mike T. second, all approved. Motion passed.

COMMITTEE REPORTS:

All-American – Shelby made a motion to accept the North American Clydesdale Shire Classic and TLA All-Breed Halter Classic into the association All-American Program. Andrew second, all approved. Motion passed.

Shelby reported that the committee was still working on 5 judges for the program. They are choosing 1 Canadian, 1 American and 3 others from the industry. They are asking if they are interested, so they are not choosing people who it will be difficult to gather results from. They have 12-14 perspective candidates from the suggestions from last year.

Bi-Laws – Mike Birky – The committee with help from Martin English proposed a policy/procedure change for how to conduct an annual meeting appropriately if not in person, as in April, 2020. They ask the board to read through so that a vote can be held at a later date.

Education – Linda H. – Payment forms for the Foal Spectacular for the Michigan Great Lakes Show have been sent.

Equine Health – Linda Harmon – Nothing

Finance – Mike B. and Jeff G. – presented the breakdown of Sale Categories and the Profit/Loss statement. Mike explained sale itemization – showing where money was spent vs where money was made. Updates are ongoing based on reimbursement from USLGE of \$5000 for live feed of sale online. Committee is also working on grant requests for star program and benefit auction.

Futurity – Shelby – In program at Wisconsin there are currently 1 cart horse, 2 yearling stallions, 4 yearling fillies entered and for next year 22 mares. Payments for the program are due this month, those payment requirements have been sent out.

Hall of Fame/Historical – Andrew – Nothing. Trying to arrange a time to meet in person at a show.

National Sale – Keith – 8 members at the meeting last week. Had an open discussion about limiting the number of horses allowed at the sale, to make it more exclusive. This matter was tabled due to other sale possibilities. If no other competitive sales, our number may need to be higher. Duane Chupp reached out was wants to combine the National Sale with the Can-Am Sale. The committee wants to remain separate at this time, but not closing the door on the option, still open to discussion based on the

offer. The committee agrees with the boards' recommendation from the April 24 meeting and does want to return to Springfield at the Illinois State Fairgrounds.

The Star Program and Cart Challenge should be continued. Andy White our auctioneer is interested and willing to do the sale next year and is willing to sign the contract.

Discovered that tack doesn't contribute much to the bottomline, but people enjoy the tack sale. We should keep it on Thursday, it should not be moved back to Friday. Not cost efficient to use Andy White for tack on Thursday, causing him to be at the sale for Thursday, Friday and Saturday; therefore we need a separate auctioneer just for the tack.

Mike Taft representing the sale committee made a motion that \$15,000 of the \$60,000 proceeds from the sale be invested into advertising for the sale by becoming the primary sponsor for the North American Clydesdale/Shire Classic. Marty seconded.

Discussion: Andrew stated it was general practice of the association not to donate to shows, If we set precedence, where do we stop? He also stated that the people in attendance already know about our sale. Jeff stated that due to sponsorships the National Show is only costing the Association ~\$615, he agrees with Andrew.

Roll Call Vote

Jeff G – No	Linda H – No	Don H – Yes	Andrew S – No
Mike T – Yes	Shelby Z – No	Marty S – Yes	Mike B – Absent

Motion Fails - 4 No, 3 Yes

Andrew stated he was not against donating, but a much more reasonable amount.

Show sponsorship: Lead team – \$10,000, Swing Team - \$5,000, Wheel Team - \$2,500

Linda asked what was the marketing budget for the sale? Nothing – Currently the only advertising is through the Draft Horse Journal with our quarterly ad, the Clyde News, and social media.

Keith clarified this money spent is out of the sale proceeds, to support and advertise for the sale, not the association budget.

Jeff restated the concern of setting precedence for shows and that \$15,000 is ~23% of the profit made from the sale. He stated that the purpose of the association is to maintain the breed and he suggested that the World Shows that we donate to are run by us, even if it is not a U.S. sponsored show.

Marty suggested that the sale should have a marketing budget, so that it could give guidance for monetary guidance.

Andrew suggested and would be in favor of sponsoring a hospitality dinner. He suggested it would be more cost effective and reach new people.

Mike T asked about the financial donation for this and Andrew suggested it would be approximately \$1,500.

Marty explained that the cost for the Wisconsin Draft Horse Breeders had a hospitality breakfast for exhibitors each morning of the 2018 World Show in Madison, WI and it cost about \$2,000. He stated the majority of the cost was covered by sponsorships that were loaded and on a TV scrolling each day during the breakfast.

Keith said he would look in to this and it to the Sale Committee and report back at the next board meeting.

Shelby asked about the email from Annette Fielding that was sent to the board. Keith said that it had just come in last minute and her comments would be more appropriate to begin at the sale committee first and then the board. It would not be discussed tonight.

Shelby also brought up a concern about having multiple auctioneer services. She said it became confusing for buyers.

Keith stated that the tack has always been confusing, due to it being a separate sale. People want to pay only 1 time, however in the book it clearly states that tack payments will be due at the end of the tack sale.

Jeff stated that we are the only ones to blame for the confusion. We are lenient to buyers who are not compliant. He stated that we need to be consistent and stand firm that tack must be paid separately.

National Show – Jeff – Contract for awards and ribbons was awarded to Lisa Graham.

The committees original intention was to honor the contract for the riding judges from the 2020 National Show however to cut costs it was decided to see if Eileen ? would consider judging all of the other riding classes in addition to the dressage. She agreed. Kathy Lindsey who was the additional judge said that was fine. Jeff stated that their working budget was ~ \$8,215. cost and through sponsorships their income was ~\$7,500. The show will only be costing approximately \$700.

Jeff reminded the board that the cart classes can have no sponsorships due to them being given to Dan Holian for 4 years due to the Stagecoach donation. We are in year 2 of the 4.

He stated we have collected \$3075 for halter, \$1650 for hitch , \$675 for riding with additional funding for the dressage course rental, \$1300 in additional sponsorships, and \$750 for youth. The current costs will be for hotel reimbursement

Currently only 3 of the 6 traveling trophies have boxes. Jeff found a local woodworking club to build them. Only cost is for materials and a small amount of time. Jeff volunteered to cover these costs.

Jeff additionally reported that the August A. Busch traveling trophy was damaged in transport. He stated we are trying to repair the cup, but it may need to be replaced. Other trophies will be updated.

Shelby and Marty are on Facebook acknowledging sponsors and Kate G. from the sale committee will have the Association booth at the National Show and will have class sponsors as well as State Line Tack sponsorship acknowledgment.

Nominating Committee/Membership – Marty – The committee was created a proposal for membership reclassification. There is currently confusion with members (particularly new members) and the verbage lifetime membership, then being asked to renew membership. Additionally it is creating a problem with Digital horses and fee schedule.

The committee would like to propose for reclassification the following:

Annual Members (Lifetime)– No payments – change to Associate Member

Annual Member (Lifetime) – With annual dues – Current Member

Non-member – Due business with the association but no membership

Using this current proposed model there would be no digital horse programming issues.

Andrew asked if the reclassification needs to go through the Bi-Law Committee.

Martin suggested that if it is simply a name change for the computer system, it would not, but if we are renaming memberships for the association for marketing purposes it would need to go to the Bi-Law committee.

Shelby said that last fall the fee schedule changed and it was not run through the Bi-Law committee.

Keith agreed that we should redo the membership fee schedule and keep it as simple as possible
Marty reminded the board members that the original purpose of the 3 tier schedule being set was to bring in more revenue, showing financial benefits of the annual membership. Stacey said this is not happening.

Marty also brought up that the nominating committee also wanted to continue with Simply Voting at the cost of approximately \$1,600/year. He explained that this fee also includes 10 voting opportunities/year with only 1 being for the Board of Directors.

Marty made a motion to utilize Simply Voting for the remainder of 2021 and the Board of Directors elections in 2022. Mike T seconded

Keith would like to use the other voting opportunities for membership surveys

Jeff would like to use this as an opportunity for a National Show survey. He asked if there was a limit to the number of questions/survey. Marty was unsure and would check on it, he did state that we have the capacity for approximately 1100 voters.

Since the funding request is above \$600 a roll call vote was needed

Mike B – no response

Andrew S - Yes

Jeff G – Yes

Mike T – Yes

Linda H – Yes

Shelby Z – Yes

Don H – Yes

Marty S – Yes

Motion Passes

Pedigree/Prefix Committee – Shelby - stated that there were 3 prefixes to approve

Idlewild

Rock Hollow

Windy

Shelby moved that we approve those prefixes, Andrew seconded, All in favor, Motion Passes

Pedigrees – The committee is concerned about repeat transfer offenders. It is making it very difficult to keep paper work up to date if horses are not transferred as they should be. Is there a penalty that could be established. Kristen Hastings is taking it up with the Bi-Law committee, Andrew suggested it may need to be handled on a case by case basis. Stacey was asked if other breeds have a procedure for this? She said nothing really works. She stated it really is a problem between the buyer and seller, but the association gets stuck in the middle

Jeff asked about requiring a bill of sale. It is available on the website.

Keith stated that this has been an issue for a long time and if out of 1000 transfers, only 1 is bad, is it worth our while?

Marty asked if changing to the buyer to paying the transfer fee? Stacey said the Haflingers did this and they had many unrecorded transfers with blank signed papers going with the horses.

Concern is tabled for now.

It is also brought to the boards attention from the committee and asked for consideration of the Upgrading program. Their research shows that we can import horses that have been upgraded, therefore how can we not at least be considering Upgrading.

Pleasure Riding – No Meeting

Promotional/Social Media/Marketing

Currently working on a list of what the committee actual does.

Publishing the constant contact for the month and will be out Monday, if anyone has anything to add get that in ASAP.

Clyde News was offered for a 3 year contract, there was only 1 bid submitted and it was from the World Draft Horse Network for a 110 page document. With a farm ad submission for the magazine, your farm would be offered a free advertising page design. The committee would like to recommend accepting this bid.

Keith asked about the names not in listed in the Clyde News due to the renewal date change. Shelby added that problem would be solved by using the names of the previous years list.

Shelby made a motion that we accept the Bid for the Clyde New to be created and published by the World Draft Horse Network for the next three years for a cost of \$12,831 for year 2022, \$13,378 for year 2023, and \$13,960 for year 2024. Andrew seconded. Roll Call Approval

Mike B – Absent Andrew S – Yes

Marty – Yes Don – Yes

Shelby – Yes Linda – Yes

Mike T – Yes Jeff – Yes

Motion Passes

Queen Committee – Mike T. - This years queen is Anna Ruby, of Manchester, MD. She is planning on attending many fairs this year and has committed to being at the National Show. We are looking for a contact for Minnesota for her, the show staff was very unkind to Piper when she attended in 2019.

USLGE – Mike T – We have not received verification for the funds awards from this years grant request, usually received in the fall. If we received receipts for the costs of live streaming the sale we can submit them for reimbursement, we have received funding for that activity. We have also received authorization for publicity/promotional material purchases. The program works through reimbursements. We need receipts for those reimbursements. Linda said she would get the receipts for the live streaming to the committee.

World Show – Keith

Have received bids from Minnesota, Nebraska, Iowa, Kentucky Horse Park, and Illinois. He will have pricing ready for the board for next meeting. There is a budget that is beginning to take shape but at this time it is very tentative. All will be presented at the next meeting.

Youth (Novice) - Mike T – Very difficult to organize. It needs to be stand alone due to the time needs, but needs to be with other activities to make an event financially feasible.

Keith asked as committees meet they report the current committee members to Shelby and Marty

Shelby made a motion to adjourn, Marty seconded.