

Iowa Quarter Horse Association Open Meeting Minutes- October 5, 2015

The Iowa Quarter Horse Association meeting was held at Dublin Way in Ames, Iowa on October 5, 2015. The meeting was called to order by Debi Donnelly, President @ 6:35. Debra Donnelly asked for a roll call with the following in attendance: Debra Donnelly, President; Tammi Adix, Vice President, Val Cedar, Secretary-Treasurer; Lara Yunglas, District #1, Brian Hamrick, District #2, Jennifer Sheriff, District #3, Kim Strong, District #4, Marc Chapman, District #5, Jeanine Lowry, District #6, Rosalie Carlson, District #7, Chris Tostenrud, District #8, Colleen Conrad, Directors at Large, Sara Heeley and Jess Bergantzel. Absent: Monte Hamilton - Director at Large, & Butch Hammer, Director Emeritus. Guests present: JR Reichert & Matt Herlocker. Minutes were read from the August 5, 2015 meeting. Motion made by Rosalie Carlson and 2nd by Colleen Conrad to approve minutes. Motion carried unanimously. The Finances were read with the following: Union State bank Interest- \$47.02; US Bank- Sibley- \$13,645.30; Union State Bank- New- \$ 217.06; Union State Bank Breeders- \$76,488.32; Wells Fargo Operating- \$101,434.88; Wells Fargo Operating Savings- \$9,015.70; Wells Fargo Breeders Futurity- \$83,727.55; Wells Fargo Breeders Futurity Savings- \$1,050.11; Wells Fargo Amateur-\$4,272.66; Wells Fargo Amateur Savings- \$1,050.03 Wells Fargo Open/Non Pro- \$2,903.65; Wells Fargo Open/Non Pro Savings- \$744.04. IQHYA Dollars for Scholars- \$20,773.50. District #1- \$8761.96; District #2- \$18,343.31; District #3- \$9,480.00; District #4- \$437; District #5- \$4,909.42; District #6- \$16,510.85; District #7- \$964.13-Savings, \$8,507.86-Checking Still needing to disperse funds from June Show; District #8- \$9,119.08; IQHYA- \$21,971.91. Checks to be paid out tonight include: Mayflower disbursements, fundraiser dollars, and \$1/entry to Youth and Amateur. There are still some significant outstanding bills from the Fall Classic AQHA show we are waiting to come in. Motion made by Brian Hamrick, 2nd by Jennifer Sheriff to approve the financial report. Motion carried unanimously.

NEW BUSINESS:

Stallion Auction: Discussion was had on feasibility of online auction versus live auction. Jennifer Sheriff has checked with some online auction services and bids ranged from \$2,500 all the way up to \$6,500. Some did include additional fee/horse as well. Live auction costs include the catalog, room, auctioneer, and these totals look to be in the \$2,500 range. To send the catalog to the mare and stallion owners along with all members will be at that same \$2,500 range. Rosalie Carlson questioned the actual number needing to be sent. In 2015, IQHA had \$300 in postage and it did help to post the Stallions online. It takes someone to gather the stallion's contracts, proof them and then put the catalog together. If we choose to do an online one, the stallion owners can add the information themselves. Online auction would provide significant time saving with a smaller margin for stallion contract's detail errors. If we are not doing an online auction, the stud owners need contacted immediately and the catalog put together as soon as possible. Sara Heeley stated that online is the only way to go as the stud owners are more receptive to this auction scenario. IQHA has discussed this online stallion auction for the past 3 years. Rosalie Carlson questioned the proof of content for online and Jennifer Sheriff stated that the stallion owners can change data much easier. Brian Hamrick stated his concern being too impersonal and feels that IQHA is becoming more so. In 2015, Jennifer Sheriff lined up the halter stallions and Sara Heeley lined up the pleasure stallions. Both stated that they would not be able to do that this year if it wasn't online as it took up too much time to finalize contract details and neither one can this year if that's how it's done. Rosalie Carlson volunteered to do the catalog and Brian Hamrick

volunteered a staff to help with the actual auction. Sara Heeley had begun a Facebook poll about peoples thoughts and the majority of those that responded felt online was a better way to go. Debi Donnelly stated that the live auction is far more work than some realize and the bids are hard to collect. She also stated whichever way the board decides to go, a deadline is necessary for both. Brian Hamrick questioned as to the process of unsold stallions on the online auction. Jennifer Sheriff explained that they can be handled as prior years and left on our website or we can leave them online until the deadline that is set by the IQHA board. For the online auction, we can set it up for the length we want with money being sent via check. Bidders will need a credit card to bid and the board will have to decide how to handle the credit card charges if that is how the purchaser wants to process his online stallion service purchase. You may add your max bid. The online auction service that appears the most economical charges \$2,500 with no commission and no other fees assessed to IQHA and is also more global. Chris Tostenrud stated that she understands the social aspect of the live auction but would like to mention that the phone lines were a mess and it was very difficult to keep all bidders content. It seems there are more bargain buyers. Another important variable for the live vs online auction debate is the amount of volunteers needed to facilitate both. It takes 3 -4 volunteers for online but it takes 10-12 for the live auction. In 2015, we were short volunteers. Sara Heeley stated that it is far easier as the stud owner can look at the form online, fill in the blanks as needed, proof it and make the necessary corrections. Jennifer Sheriff verified that we can get it all done in a timely fashion if we do proceed with an online auction. Motion was made by Lara Yunglas, 2nd by Sara Heeley to make the 2016 IQHA Stallion Auction an online auction with the hiring of the firm that has the \$2,500 fee with no commission and no additional fees. Motion carried with all eyes except Brian Hamrick not voting.

Mayflower: A letter was read as presented from Barb Delf stating that the Mayflower Committee has decided to step down. The committee recommendation is to move the Mayflower show from April 28-May 1, 2016 to the following full weekend in May. The Iowa State Fairgrounds has been reserved for the new May dates and AQHA has been notified by Val Cedar and Jennifer Sheriff concerning this date change. We are currently awaiting AQHA's response to the formal request. **Management:** Bids from managements companies to run the show was recommended by IQHA Board as the Mayflower show is a large undertaking and requires many volunteers. Some management companies were mentioned as possible contenders for the job since Diane Paul is no longer in business. Management companies will be asked to submit their bids for IQHA consideration. It was discussed how to do the shavings, pre-bed or pre-order? **Committee:** IQHA needs to form a committee to help with various portions of the show. Matt Herlocker volunteered to do the sponsorships, hotels, and other minor details if IQHA does proceed with a Horse Show Management Co. For 2015, each entity received \$2,802 to each one: District 1, District 2, District 5, IQHYA and IQHA (2 shares) for a total of 6 shows. It was questioned if we wanted to continue the profit sharing with the current Districts or should we revisit who actually receives the profits or portions thereof. IQHA should reconsider profit dispersal from the Mayflower as IQHA has only restricted income potential to pay for the operating expenses. Marc Chapman stated that most all have their own revenue opportunities going now. Some feel that we are better off to raise the revenue opportunity for IQHA and run it more like a business. Even though there are 6 shows, without IQHA, the Districts and the IQHYA are not able to continue as an independent entity. Jess Bergantzel suggested IQHA should keep 50% and the other 50% to be split with the other entities in hopes that it will help IQHA with operating expenses. With that being said, we need to be cautious so we don't lose our volunteer base from those entities as it is equally important to maintain volunteers and also their donations such as meals. Moving forward, AQHA will have our answer for the 2016 dates by our

November meeting and Matt Herlocker will work on sponsorships with Jennifer Sheriff working on hiring judges with Val Cedar's help. Motion by Lara Yunglas 2nd by Marc Chapman that for 2016 only, the Mayflower show will payout profits of 70% to IQHA and the remaining 30% to paid out to the other entities, District 1, District 2, District 5 and IQHYA. Motioned passed unanimously with Brian Hamrick not voting until he discusses it with his District.

Lifetime Membership Update: Jess Bergantzel has purchased a lifetime membership for a total of 16 sold. This money is earmarked for an audit and if this is not facilitated under the current President, it will be refunded.

Saddle Raffle Report: \$5,665 of raffle tickets were sold with \$3,050 going to IQHA. 10% of sales will be paid to the Heart of Stone along with the entry fees for the Heart of Stone Western Pleasure class. Warren Transport donated an additional \$500 to the Heart of Stone Foundation.

Futurity Report: The number of stalls sold was up from 2014. Sponsorship revenue was down some from 2014. Thank you to all the volunteers that stepped up to the plate. The technology had some issues that need to be worked out. Some of those details were unforeseeable but some related to entry timeliness. Questions concerning the schedule were made such as youth classes later in the day on Thursday and the Jacobsen arena closing at 10 pm. The youth later in the day benefited some, but some felt it wasn't worth the schedule conflicts it created. As far as extending the hours of the Jacobsen Center, that is something that we can discuss with the Iowa State Fairgrounds but it could be cost prohibitive. It was suggested to schedule trail with a day in between. All 6 judges for halter on one day was another suggestion as it may help make halter entries larger.

Youth Association: It has been brought to the IQHA Board's attention that there are some unhappy youth parents. Marc Chapman had some concerns as his IQHYA World Show entrant was overlooked for activities at the AQHYA World Show. Concerns of the attendance of the official IQHYA Youth advisor were brought up by Marc as well. They were not included with details concerning team photo, meals, to name some. Matt Herlocker and Cindy Johnson were there doing what they could but some felt that wasn't sufficient for the Youth Advisor as it is her job which they realize it is a volunteer position but it is what the Youth Advisor signed up for. Matt Herlocker spoke on behalf of Jennifer Horton as they try to keep it a youth led organization and like the youth to facilitate things. All need to realize that Jennifer is not paid nor is she given any gratuity to help offset her personal costs for her duties and Matt stated that it appears as communication needs to be better to insure all IQHYA members are notified of all important events and details for items such as the AQHYA World Show. IQHA recognizes all she has done with the youth and for the Mayflower but there is a letter that was directed to the IQHA Board with some concerns about her involvement or lack of in a youth fundraiser held in Denison this summer. A saddle stand was donated and a meal was served but she was not in attendance for either event .according to the letter presented to the IQHA Board. The IQHA Board has asked for the IQHYA finances and they were forthcoming this month but there was no response for that request for the previous month. Some IQHA members have questioned the financial state of the IQHYA and it is important for the IQHA that all entities are compliant with any questions brought forth from the membership. Matt Herlocker stated that he sees all the expenses himself and the IQHYA treasurer has the password and is able to access the bank account online. It was reported that Ms. Woods stated she has had no access to the bank accounts and her daughter has signed checks that are not completed for bill paying use. It was questioned by a IQHA Board member as to the feasibility of the IQHYA funds being transferred to a

Wells Fargo Account and then it's details are available to the IQHA Board at all times. Other concerns mentioned were youth being left out of the YES Convention, AQHYA World Show, and Congress. It was asked if the Youth association could provide something to all members to help promote a "team" feeling. Matt Herlocker stated that they were going to do a tshirt but the youth failed to come through with a design. JR stated his concern about lack of details when he asked about how much he has donated over the years. He felt the financial accounting he received from the Youth Advisor was not accurate. The IQHYA do vote on their youth advisor and it was questioned about the ability of the youth to make that decision. Jennifer Horton does have one more year as the advisor and has not been provided with a specific job description from the IQHA Board. Youth parents with concerns were asked to document any problems in the future to be presented to the IQHA Board. The IQHA Board would like to see the financials reported at every board meeting and an IQHA Board member will be present at the annual meeting to explain that importance and discuss maybe having an IQHYA member attend the IQHA Board meetings. Kim Strong will be the one to present the IQHYA with details from the IQHA Board. She is asking for help from IQHA Board members to compile a list to present to the IQHYA.

Magazine: October 15 is the deadline for details for the magazine as per Jennifer Horton's request. Jennifer Horton had sent an email with certain requests/suggestions for the fall issue of the magazine. She asked for the direction of the IQHA Board for the upcoming 2016 year's publications. As for the 2016 Directory, it would be nice to add it online and maybe have it be password protected so member only access. Jess Bergantzel brought forward a color newsletter that was created for another association that he felt was nice quality and modestly priced for IQHA to consider sending to membership. He is going to check out the actual cost and if we can sell advertising to help offset the cost. Jess and Jennifer Sheriff both stated that we will have to choose a different name if we choose to move forward with a paper newsletter.

NEW BUSINESS:

Banquet: Need to advertise the change to an online auction. Cindy Hamilton email reported she has 4-\$500 sponsors for the 2016 Banquet. They include: Lifeline, Total Equine, Dan Deery and possibly Warren County Quarter Horse Association. In 2015 the Hall of Fame had 71 attendees and the banquet had 250. In 2016, the IQHA Banquet will be held at the Airport Holiday Inn on January 23. The IQHA Banquet meal may reflect a slight increase due to meal charges, but with the sponsorships collected the actual cost of the rental of the hall and other banquet incidentals, charges to the IQHA will be minimized to under \$1,000. At this time, there is no sponsor to the band as in years past.

Year End Awards: Colleen Conrad reported that the awards didn't get ordered early enough last year and the short turn around orders were fine, but some had a longer turn around and didn't make it to be handed out at banquet. Nancy Greene is confident about points status this year. She would like the yearend standings published to website so people have time to make note of any discrepancies. It was mentioned to take items off the awards list that take longer to ship so that we don't have the issues as in previous years. It was also noted that the Youth awards catalog is online already. Showbucks was discussed again and they are beneficial as a year end award but they are a bookkeeping problem. A motion was made by Rosalie Carlson that showbucks need to be bought by the IQHYA and the Amateur committee at the time of awards purchase, 2nd by Chris Tostenrud. Motion passed unanimously. Increments need to be smaller for the show bucks to alleviate some carryover problems. Nancy Green

stated there may not be an open all-around horse award for 2015 as she has all the placings but it appears that none have met the 7 judges, halter and 2 AQHA performance categories for all arounds .

Point Rules: This was table until the next meeting.

Breeders/Letter: A letter was received from a stallion service purchaser requesting credit as he had some issues with the semen provided him by the stallion owner and had tried numerous times to facilitate the breeding. Motion by Rosalie Carlson to give him the carryover into the 2016 auction, 2nd by Jennifer Sheriff. Motion passed unanimously.

District Funds: 10% has been paid from the districts to the Futurity to enhance the Open/Non Pro paybacks. To date not all of the districts have paid that percentage to the IQHA. As payouts were figured, they were not as large but with the less number of classes, the end result was good. At the time of this requirement, the Futurity had more classes to fund, gratuities to pay for and less sponsorships. Since some districts haven't paid their percentage yet, it was discussed that each district dedicate some funds to help cover the cost of the proposed necessary audit. Much discussion was had on the percentage IQHA should request from the Districts. Jess Bergantzel made a motion for Districts to donate 10% of their current balance towards audit. Motion died for lack of motion. Rosalie Carlson made a motion that 10% of December 31, 2014 balance be earmarked for the audit, with payment deadline for those that haven't paid to be paid by November 1, 2015. In the future, the deadline will be January 15 for the Districts 10% donation of the December 31 balance to cover future years audit expenses. 2nd by Lara Yunglas. Motion carried unanimously.

Audit: We are needing to go to Greenfield to close out CD's for payout and closure and at that time will pick up records to be delivered for an audit. We also are going to be looking into renting a storage unit for the IQHA property.

Other: It was questioned on how to cut up the \$6,000 cap from the \$1/entry that is received from the larger shows such as the Mayflower and the Run. Motion made by Brian Hamrick that the \$6,000 be divided equally between the Youth, Amateur, and Open when the cap is reached. 2nd by Chris Tostenrud. Motion carried unanimously.

Motion to go into closed session by Rosalie Carlson, 2nd by Colleen Conrad. Motion to come out of closed session by Rosalie Carlson, 2nd by Brian Hamrick.

Motion to adjourn meeting by Colleen Conrad, 2nd by Rosalie Carlson.

Next meeting: November 4, 2015 (Wednesday) @ 6:30 pm @ Dublin Way Motion by Brian Hamrick and Jess Bergantzel to maintain new location.