

January 25, 2019

Iowa Quarter Horse Board of Directors Meeting
Prairie Meadows Hotel, Altoona Room

Altoona, Iowa

President Kim Strong called the meeting to order at 6:45pm

Present: Kim Strong, Lloyd Johanningmeier, Janet Skola, Brian Hamrick, Shelli Eatwell, Jackie Kincaid, Rosalie Carlson, Wade Ellerbroek, Marc Chapman, Kelly Birkenholtz, Missy Merwald, Mitch Adkins, Debra Donnelly Others: Bill Horton, Jennifer Horton, Karen Havens, Julie Schley

Absent Board: Jeana Heitman, Shane Vaughan

Minutes from previous meeting were emailed and a motion to approve after corrections was made by Brian Hamrick and seconded by Jackie Kincaid. Motion carried.

Treasurers Report:

Amateur Account	Community Bank 6679	\$ 19,166.66
Breeders Gen Fund	Community Bank 6776	30,200.26
Breeders 2015	Community Bank 5751	3,746.40
Breeders 2016	Community Bank 5921	24,325.18
Breeders 2017	Community Bank 5948	45,216.28
Breeders 2018	Community Bank 5956	31,434.70
Breeders 2019	Community Bank 5964	50.00
Dollars for Scholars	Community Bank 5735	19,476.40
EWD disabilities	Community Bank 6806	1,772.60
General Fund	Community Bank 6784	167,961.23
Union Bank / Greenfield 6455*		12,025.76
US Bank / Sibley*		13,581.46
Wells Fargo Choice Checking 9758		2,124.25

Total \$ 371,081.18

Ranch Horse Account opening on 01/29/19

*Sibley and Greenfield accounts transferred to Availia Bank and remain in their own accounts.

District 1		\$14,104.32
District 2	Checking	17,859.74
	Savings	1,482.56
District 3		6,768.63
District 4		4,196.76
District 5		5,235.55
District 6		16,992.58
District 7	Checking	7,582.97
	savings	971.98
District 8		8,521.04

Karen Havens, CPA, the accountant handling the books, presented the IQHA Balance Sheet - Profit and Loss by class (Handout #1) 3 pages.

IQHA General Ledger as of December 31, 2018. (Handout #2)

Fall Classic Detail (Handout #3)

Karen Havens," Good information in – is good information out." All accounts have been reconciled with outstanding checks accounted for.

Motion to accept treasurer's report as read made by Brian Hamrick, seconded by Rosalie Carlson. Motion carried, Debra Donnelly not voting.

Guest Speaker Julie Schley gave a presentation for the Sioux County Expo Center. This new equine event center is located in the NW corner of Iowa. It is being built with a spacious indoor arena, 115 x 250 feet, a large warm up arena, 90 x 295 feet, 250+ stalls, trailer hook ups, and a 40 x 100 foot meeting/banquet area. For more information on this facility contact - Julie Schley, Manager, (712) 541-9148 siouxcountyexpocenter@gmail.com
3725 US Hwy 75, Sioux Center, Iowa 51250
The Facebook page is under Sioux County Expo Center.

Youth Committee Report: 30 youth members are earning year end awards for 2018, 11 were new members. 3 graduating seniors earned IQHA scholarships. 3 graduating seniors have signed with collegiate equestrian teams. Jennifer also reported that she took 6 youth members to AQHYA Youth Excellence Seminar (YES) in June, with 2 elected to serve as AQHYA Directors (of 3) for Region 3. They hosted a pizza party at the Youth World Show for the Youth of Region 3. The 2018 IQHYA President was selected to compete on TEAM USA in the Youth World Cup. 2 teams competed in the Congress NYATT (National Youth Activity Team Tournament), one team placed in the top 10. On Saturday, youth members are being treated to some team building and fun together at The Escape Room in West Des Moines. Report given by Youth adviser, Jennifer Horton.

Magazine Committee: The directory will be going out in March. Content will include the directory of members, list of 2019 officers, list of committees, Hall of Fame presentations and year end awards. Jennifer Horton says it is too expensive to print a monthly magazine with information, showbills, and ads not coming in timely fashion. A page in the directory costs \$92 with mid February being the deadline. Kim said there are some new ideas for a newsletter and use of social media that will be used in place of a monthly magazine - To be discussed later in the meeting.

Amateur Committee: Shelli Eatwell said that the amateurs will be hosting a silent auction during the banquet. Everyone is encouraged to donate an item to be auctioned.

District 1 : no report

District 2 : Brian Hamrick reported the news of partnering with the Warren County Quarter Horse Club doing the Hawkeye Classic show on July 4. There will be 4 judges, 2 judges on Thurs. - Fri. and 2 judges Sat – Sun. Stalls will be \$90. Show committee will meet at 1pm Saturday before the Annual Meeting. They will discuss circuit awards for each class and will have all around awards again. The district would like to put on a trail challenge clinic in August and co-host the Fall Colors Trail Ride in October with Scenic View Ranch.

District 3: No report

District 4: Shelli Eatwell reported that District 4 met with District 5 for their meeting. They all met at Founders Pub in Bondurant for deep fried Tacos and celebrated a good year and the holidays.

District 5: Jackie Kincaid was elected or as she says “short stucked” into another term as director of D- 5, Shannon Priest was elected secretary treasurer. Jackie Kincaid went over a few of the highlights of the year. They gave 2 people, Eva Priest & Lani Patterson, \$100 (instead of belt buckles this year) for their participation in OCAP (Open Competition Affiliate Program). She said this was a good program and that other districts might be able to utilize it to introduce participation in our association. Sandy Paris was awarded the volunteer of the year. Madison Sommers applied for the Judy Barker \$500 scholarship. D-5 ran the IQHA booth at the Iowa Horse Fair and signed up about 18 new members. This year they plan on running the Hammer Down horse racing at the Horse Fair. It is a lot of fun and is a good fund raiser. There will be new horses competing at Hammer Downs, too. Once again District 5 did the set up and tear down of the Mayflower and Futurity. They sponsor a junior and senior cowgirl queen and they interview candidates at the Mayflower Show. At the State Fair, D-5

gave out a show buckle for FFA/4H in Senior English Equitation. Jackie said they had a lot of fun at the last meeting at Founders Pub in Bondurant. About 30 people attended. McKenzie Shaffer has a 6 month opportunity for Equine studies in Colorado this year.

District 6: No report – director vacancy

District 7: They had a meeting last Saturday in bad weather and 4 people showed up. Rosalie was elected Director and Linda Collings is secretary-treasurer. They discussed the Denison shows and decided to move the halter classes earlier.

District 8: Wade Ellerbroek held a meeting where they discussed the Denison shows. Wade would like to continue being the director if it's alright he attend by phone. Holly Wilson is secretary.

Accounting Services: President Kim Strong recommended getting a few new quotes for having our accounting done. Karen Havens submitted a revised proposal for an \$800 monthly fee, \$1,000 for tax preparations and \$3 per 1099. Karen will prepare 2018 tax return but she will not keep books starting in January without an agreement. Shelli Eatwell, IQHA district 4 director and loan officer for Avallia Bank, made a proposal to keep the books for \$450 a month and outsourcing the tax returns. A tentative quote was received from Roland & Dieleman Accounting, 808 - 4th Ave, Grinnel, Iowa (641) 236-6558 for \$675 a month, plus \$1,000 for tax preparations and \$900 for 1099's (50).

Shelli Eatwell's proposal: “ Beginning in 2019, I will perform bookkeeping for Iowa Quarter Horse Association by recording all receipts and disbursements on a monthly basis by using the monthly bank statements provided to me by IQHA. From the monthly bank statements, I will reconcile the accounts that the association provides me as well as provide a monthly detailed report in a timely manner to the president of the association. Should there be any incorrect entries I will make the correcting entry and provide a corrected and updated monthly statement. The bookkeeping program I use is Quickbooks. All information will be kept confidential. When the new year starts, I will return all information to the association for their safekeeping. Each year a new contract will be presented to IQHA in December for approval for the following year...”

Brian Hamrick made a motion to move into closed session regarding hiring a bookkeeping service for 2019, second by Rosalie Carlson. Rosalie made a motion to come out of closed session, seconded by Wade Ellerbroek. A decision to hire a bookkeeping service was put on hold for two weeks in order to get a quote from Roland & Deileman in writing.

A proposal for Social Media/Marketing Manager for IQHA was submitted in writing to the board by Missy Merwald for 2019. The duties were outlined as such:

- 1.) Inform committee members of website needs
- 2.) Manage social media networks, including: Iowa Quarter Horse Association Facebook page, Mayflower State Show Facebook page, Iowa Quarter Horse SSA Facebook page, Constant Contact and Iowa Quarter Horse Association Website.
- 3.) Schedule monthly Facebook posts with an average of 2-3 posts per week.
- 4.) Utilize Constant Contact to send out reminders, updates and save the dates.
- 5.) Attend Board Meetings and compose a list of scheduled posts, website updates, etc.
- 6.) Create a monthly digital newsletter starting in February. Deadlines for newsletter will be one week before email date. Reminders will be communicated to Board members and Committee members 7 days prior to deadline.

The monthly fee for providing these services will be \$350.

A motion to accept Missy Merwald's proposal was made by Brian Hamrick and seconded by Shelli Eatwell. Motion carried. (Missy not voting)

There was further discussion regarding members who are not so digitally inclined and several options were dicussed.

Mayflower Committee: Barn Manager will be Jackie Kincaid again this year. Jerry Nolting will be the announcer. Possible Ring Stewards have been contacted and waiting to hear back. The shavings

have been contracted. Kelly Birkenholtz presented several show schedule options to the Mayflower committee and they chose option 9A. The goal was to be exhibitor friendly and shorten the day and a motion to accept the show schedule after approval from AQHA was made by Wade Ellerbroek, seconded by Brian Hamrick.

Profit sharing of the Mayflower Show is shared by 4 entities: District 1, 4, 5 and Youth split 2/3 of the profit and IQHA retains 1/3. The show committee, Fox Services, will be asked to identify the different jobs and tasks so that we can offer a sign up and assign people to fill the different duties. It was suggested to deduct \$150 from profit sharing for unfilled duties.

Breeders Auction: Shelli Eatwell said we have 113 stallions included in the auction. We are using Conover Auctions to manage the live auction. (Al & Jeanne Conover, Baxter, Iowa) There will be phone bids and on-line bids, also. Conover Auctions has published the stallion catalog which can also be downloaded from the IQHA website.. Sara Heeley donated an advertisement in the January GoHorseShow.com Magazine. There was an ad placed in the Equine Chronicle as well.

Kelly Birkenholtz has been working on improving the the mare nomination forms to include more information. She hopes to clarify eligibility requirements and improve record keeping so when a member asks about a certain breeding we are better able to track the foal. One of her recommendations is to not allow a futurity breeder be involved on the Breeders Committee due to a possible conflict of interests.

Banquet: We have 161 reservations for dinner and 15 reservations for the Hall of Fame luncheon.

Awards Committee: We have 74 total award winners with some crossovers, 51 amateur, 47 open awards, 1 youth horseback riding certificate, 3 amateur horseback riding and 7 with a 50 hour achievement award. Missy Merwald recommended that we offer show bucks and gift certificates next year. Missy had lined up 5 vendors for awards to choose from and half of the winners have not responded. Another difficulty is picking up the award. She stated that she is not interested in being on the committee if the program remains the same. A motion made by Brian Hamrick to change over to show bucks and gift certificates (except for high point), seconded by Lloyd, was withdrawn in order to have further discussion with amateur committee and new executive board.

Nominating Committee: There is no formal committee but there was discussion about who might be running for office. With all the work that was is needed to properly run this organization it was suggested that it hire a professional secretary.

A motion to adjourn was made by Brian Hamrick, seconded by Lloyd Johanningmeier.
Motion Carried. Adjourned at 10:50 pm. Respectfully submitted by Janet Skola.