



Tuesday May 25, 2021

6:30 PM – Iowa Cattlemen’s – Ames, Iowa

**IQHA Board of Directors Meeting**

**The meeting was called to order at 6:41 PM by President Kim Strong**

**ROLL CALL was answer by the following board members:** Jackie Kincaid Vice President; Roxanne Burton Secretary/Treasurer; Directors at Large – Shanen Ebersole, Craig Johnson; District 1 – Becky Grier; District 3 – Shane Vaughan; District 5 – Shannon Priest; District 6 – Cassie George; District 7 – Rosalie Carlson; Ex-Officio Tammi Adix.

**Members via Phone:** Director at Large – Kyle Defreece, Shannon Vroegh

**Members Absent:** District 2 – Brian Hamrick; District 4 – Loren Meyer; District 8 – Wade Ellerbroek

There were no Guests present at the April Board Meeting.

**I. APPROVAL OF APRIL BOARD MEETING MINUTES**

- a. Going forward it is recommended the Bank Balances be added to the minutes so all members have knowledge of the IQHA Financials.
- b. Shanen Ebersole made a motion to approve the April BOD Minutes as amended and Shane Vaughan seconded the motion. All members approved the minutes with amendments; the motion passed.

**II. TREASURER’S REPORT – ROXANNE BURTON**

- a. The Bank Balances were read by Treasurer, Roxanne Burton.

Account	Acct #	Apr-21
AMATEUR	6679	\$21,331.74
AUDIT ACCOUNT	9753	\$24,835.44
BREEDERS 2017	5948	\$2,866.19
BREEDERS 2018	5956	\$10,450.06
BREEDERS 2019	5964	\$47,694.03
BREEDERS 2020	9538	\$51,959.53
BREEDERS 2021	3448	\$67,751.92
BREEDERS FUND CHECKING	6776	\$8,632.76
BREEDERS INCENTIVE FUND	8125	\$668.24
CD -21 MONTH	8541	\$51,002.71
DOLLARS FOR SCHOLARS	5735	\$17,032.53
EWD	6806	\$1,574.08
GREENFIELD BREEDERS	6073	\$2,556.30

IQHA GENERAL	6784	\$77,413.37
RANCH HORSE 2019	9193	\$43,225.61
RANCH HORSE 2020	9616	\$37,244.49
Ranch Horse 2021	3442	\$8,400.31
RANCH HORSE Futurity CHECKING	8943	\$5,436.22
Subtotal		<b>\$480,075.53</b>
DISTRICT 1		\$11,335.85
DISTRICT 2	6443	\$7,234.71
DISTRICT 3		
DISTRICT 4		
DISTRICT 5	9375	\$1,052.41
DISTRICT 5 - WELLS FARGO		
DISTRICT 6		\$12,925.87
DISTRICT 7		\$4,397.56
DISTRICT 7 - SAVINGS		
DISTRICT 8		
Subtotal		<b>\$36,946.40</b>
<b>TOTAL</b>		<b>\$517,021.93</b>

- b. Tammi Adix made a motion to approve the Bank Balances and Craig Johnson seconded the motion. All members approved the Bank Balances as presented; the motion passed.

### III. FINANCIAL REVIEW REPORT – IQHA BOOKEEPING/SHANEN EBERSOLE

- a. Shanen went through the IQHA Profit & Loss January through April 2021. Going forward it is recommended the Annual Budget is matched up with the P&L to confirm we are inline with the 2021 Budget.
- b. The IQHA Balance Sheet as of April 30, 2021, was presented to the Board for their review.

### IV. REPORTS OF OFFICERS – PRESIDENT KIM STRONG, VICE-PRESIDENT JACKIE KINCAID

- a. President – Kim Strong
- i. As a reminder to all of us to conduct ourselves as ambassadors of IQHA.
  - ii. The members of the board were handed out Roberts Rules: Making a Motion and Voting. This is a reminder for our motion processes.
  - iii. Social Media Report on Website and Facebook
    - Mayflower Facebook Page April 23<sup>rd</sup> through May 20<sup>th</sup>, 26 posts in 28 days.
      - a. Post Reach – 6,149 up 226%
      - b. Post Engagement – 3,559

- c. New Page Likes – 44
      - d. Clicks to Website – 6
      - e. The Hi-Point congratulations post was the most engaged post, then Stalling Chart, Huntrods Benefit and that is a wrap post.
    - IQHA Facebook Page 4/23 through 5/20, April 23<sup>rd</sup> through May 20<sup>th</sup> 14 posts in 28 days.
      - a. Post Reach – 8,960 up 177%
      - b. Post Engagement – 4,043
      - c. New Followers – 72
      - d. Clicks to Website – 1
      - e. Trainer Talk was the top 5 out of 7 most engaged posts, followed by the virus post and then the stalling chart.
  - iv. Thank you, Missy, for all the work you do on our Social Media platforms. This is proof that Social Media is working for IQHA.
  - v. A Big Thank You to all the Trainers that participated in the inaugural IQHA Trainer Talk. Several of the Board Members have gone back to Facebook to view the interviews and commented positively.
- b. Vice President – Jackie Kincaid
- i. Jackie has been contacted by the Barrel Bash representative inquiring if we would like to participate in the Barrel Bash event to be held in Cedar Rapids, Iowa in August 2021.
  - ii. Details for Barrel Bash
    - August 27-29 time frame.
    - No charge to us from the Barrel Bash organization.
    - Our AQHA fees – Show Approval \$100, Special Event \$25, Late Fee \$200
    - Opportunities for IQHA to gain memberships and entry fees. This will also gain exposure for IQHA.
    - Opportunity for Contestants to qualify for the 2022 AQHA World Show and IQHA Year-End Awards.

## V. REPORTS OF DIRECTORS

- a. District 1, Becky Grier – On June 2<sup>nd</sup>, the District will hold their meeting at Barb Delf's home where Barb will hold a demonstration on tails.

- b. District 2, Brian Hamrick – No report due to Brian’s absence.
- c. District 3, Shane Vaughan – Working with the North Iowa Event Center Fair Board in Mason City, Iowa to get approval for an Open Show on August 8<sup>th</sup>. We will likely add Ranch Classes and Prizes.
- d. District 4, Loren Meyer – No report due to Loren’s absence.
- e. District 5, Shannon Priest – No report, Shannon left the meeting for an emergency.
- f. District 6, Cassie George – Addressed a letter sent to her about the District 6 IQHA Show.
- g. District 7, Rosalie Carlson – At the time of the meeting there are only 40 Stalls Reserved for their show. It is likely the show will be cancelled.
- h. District 8, Wade Ellerbroek – No report due to Wade’s absence.

VI. Old Business

- a. Mayflower – Overview of the 2021 IQHA Mayflower State Show.
  - i. This year there were 1,761 entries, no show in 2020 due to COVID and for the year 2019 there were 1,891 entries. Down 130 entries.
  - ii. This year there were 372 stalls reservations, in 2019 there were 388 stall reservations. Down 16 stall reservations.
- b. Fall Classic – We reviewed the Show Schedule and the Stall Reservation Form. Some minor changes were discussed and will be implemented to both documents.

VII. New Business

- a. IQHA Bookkeeping Annual Review handouts were given to the board members to provide their feedback. The forms are to be returned in a plain white envelope for confidentiality.
- b. Fundraising for 2021 – Open Discussion around the Raffle for a 16” Working Saddle. Flyers and Tickets will be printed and the board will sell tickets for \$5.00 for 1 ticket or 5 tickets for \$20.00. A percentage of the proceeds will go toward a charity to be determined. Tammi Adix will draft the ticket design.
  - i. Roxanne Burton made a motion to move forward with the Saddle Raffle and Shane Vaughan seconded the motion. All members approved the Saddle Raffle; the motion passed.
- c. IQHA Special Recognition – President Kim Strong
  - i. In the memory of Burdette Johnson and family, IQHA would like to donate to Hospice in the name of the Burdette Johnson Family.
  - ii. President, Kim Strong, presented Tammi Adix with a buckle – “In recognition of the service provided I would like to recognize Tammi Adix on behalf of

IQHA. I thank you for your service as president in 2020 and for all of the years you have served.”

- d. Directors at Large – No Report
- e. Amateur – No Report
- f. Youth – No Report

VIII. The BOD Meeting was adjourned at 9:50 PM.

*Respectfully reported by Roxanne Burton IQHA Secretary Treasurer*