

**American Hackney Horse Society 2016 Board of Directors Meeting
August 30, 2016- Teleconference**

Meeting Agenda

I. Call to Order: Rich Campbell, President called the meeting to order at 7:04 p.m..

II. Roll call – Maureen Quackenbush, Recording Secretary

Members Present: Rich Campbell, Dr. Bing Crosby, Missy Fleming, Andy Freseth, Rodney Hicks, Brooke Jacobs, Bo Lucas, Toni Nastali, Mindy Preston, Maureen Quackenbush, Matthew Schuckert, Kent Swalla, Brian Yount. T.J. Blevins joined the meeting at 7:14 p.m.

III. USDA Proposed Changes to the Horse Protection Act: Rich Campbell reported that AHHS is working with UPHA, AMHA, ASHA, and USEF and will be coming out with a unified statement. Rich will be attending a meeting on September 6, 2016, in Maryland, along with representatives of the other organizations, to speak against the proposed changes. Rich reported that USEF is very involved as most of the breeds governed by USEF would be effected by the proposed changes. It was discussed, while the AHHS and the other organizations strongly oppose "soring", the language of the proposed changes is very vague and overly broad. It was discussed that Hackneys, Saddlebreds, Morgans, Arabians, and Friesians are all trotting breeds and cannot trot soundly if they are sored. The representatives of the AHHS, UPHA, AMHA, ASHA, and USEF will be speaking on how the trotting breeds unrelated to the walking horses and should be separated out from the walking horses. There was discussion regarding whether the former president of the American Horse Council was working with the Human Society of the United States and Rich advised he would look into this further.

IV. Request From USEF to Use Footage From Videos on the AHHS Website as Part of a Learning Project Through USEF: Ashley Redmon reported that she had received a call from Edwin Rye, the Continuing Education Coordinator from USEF looking for permission to use portions of the videos on our website for a learning project. The video produced by USEF would be use to teach and provide information about the Hackney to a huge array of people. Mr. Rye advised the AHHS will see every piece of the project until is completed. After discussion it was agreed to allow the USEF to use portions of the AHHS videos for the learning project as long as the AHHS can review the final project and have final approval. Ashley advised that Mr. Rye had assured her the AHHS will be able to do so and nothing would be finalized without AHHS approval. It as discussed that the board members may want to review the videos currently on the website for content and currentness. Ashley will also check into licensing and make sure we can legally share clips from the videos with USEF.

V. UPHA Classics Pleasure Driving to Park Pleasure Driving Update

Rich Campbell advised he had met with UPHA and Josh Greer advised the UPHA was not in favor of a change but if the AHHS were willing to provide and guarantee significant monetary support, \$3,000.00 a year, for a period of 5 years, they would consider it. After discussion it was decided to leave the program the way it is.

VI. Transfer of Registration Papers Without Signature of Recorded Owner: Maureen Quackenbush advised that the ASHA will be implementing, effective January 1, 2017, a new rule allowing transfer of

registration papers without the signature of the recorded owner. The transfer is allowed only under specific circumstances and conditions and is at the discretion of the ASHA Registry. The text of the ASHA rule is attached to these minutes. It was discussed that the AMHA also has a similar rule and similar process. There was discussion as to whether the AHHS should consider implementing a similar rule. It was decided that Maureen will collect more information regarding these rules from the ASHA and the AMHA and the board will discuss the issue again at a later date.

VII. Budget Committee- a) AHHS Website and Social Media Pages: At the AHHS board meeting on July 3, 2016, Toni Nastali reported the budget committee discussed hiring Horse Lingo to professionally manage the AHHS and Foundation Facebook pages and do targeted advertising. Horse Lingo put together a proposal with a cost of \$700 a month. The contract would be on a month to month basis and the AHHS could terminate the contract if we are not seeing any results. The proposal includes a minimum of 2-4 posts per week. Horse Lingo would obtain photos and interviews and initiate the hashtags AHHS and AHHS Born This Way. Videos and production would be an extra cost. AHHS would pay the cost for both the AHHS and the AHHS Foundation. The budget committee recommended to the board that the AHHS hire Horse Lingo to manage the Facebook pages. The budget committee also recommended the AHHS hire a professional webmaster to make the AHHS website more user friendly and more up to date. After discussion, it was decided to research if there is one company that can manage the Facebook pages and the website and perhaps do other marketing like tee shirts and hats. Toni advised she would contact UPHA, ASHA, and other horse sites, to ascertain who their webmasters are and find out the costs of designing and managing our website and Facebook pages, if they will do both. Toni advised that she had contacted Horse Lingo and they only do social media and do not manage webpages. Toni advised she contacted ASHA and was advised USEF manages their webpage. Toni contacted USEF and was advised they did were currently overwhelmed and could not redesign ours. Toni contacted Mike Setzer and received a proposal of \$3,250 in two installments or \$3,000 prepayment, to completely redesign our website and an additional \$1,000 a year to manage it. The budget committee recommended leaving the website as it is and hiring Horse Lingo to manage the Facebook pages. After a long discussion regarding the need for improvements to the AHHS website and making the website more user friendly, and regarding the cost proposed by Horse Lingo to manage the Facebook pages, it was decided to ask Horse Lingo to come to the November board meeting and give the board a presentation on the benefits of hiring them to manage the Facebook pages. A motion was then made by Maureen Quackenbush and seconded by Brian Yount to hire Mike Setzer to redesign, maintain, and manage the AHHS website. The motion passed unanimously. The board decided to pay the \$3,000.00 cost up front to save the AHHS \$250.00. Toni will notify Mike of the board's decision and advise him we would like to have the new website up and running in six weeks time.

b) Investment Proposals: Toni Nastali and Brian Yount had a telephone conference with Dan Fries, financial advisor, and he recommended a no load, no tie up, no commission, no penalty investment plan through Merrill Lynch. The fund would be rebalanced every quarter and the project rate of return would be 5.46%. The non-discounted fee would be 3.2%. However, if the AHHS invests over \$450,000, the discounted fee for a non-profit corporation is 1.5%. Dan Fries will come to two board meetings a year to discuss our portfolio. We can withdraw all or part of the investment at any time without penalty. The budget committee recommends the AHHS initially invest \$460,000 to obtain the discounted fees. This will leave approximately \$212,000 in the AHHS operating account after Futurity and LBS pay outs. A motion was made by T.J. Blevins and seconded by Mindy Preston to invest \$460,000 in the Merrill Lynch proposal. The motion was unanimously approved. Toni Nastali will notify Dan Fries and initiate the investment process.

VIII. National Breeders' Futurity: Bo Lucas, Chair - Rich Campbell asked for an update on collection of the pledged funds from Friends of the Hackney. Toni Nastali advised that she, Ashley Redmon, and Junior Schut were working on the pay out amounts for the Limited Breeders Sweepstakes and the AHHS Futurity and they expected to have this completed by the end of the week. Ashley advised that she had received the final payment from the Friends of the Hackney for 2015. However, none of the Friends of the Hackney have recommitted for 2016. Ashley advised that she had contacted those few people still owing money to the LBS and only one invoice remained outstanding. She expected to receive this payment by the end of the week. It was discussed whether there was a time frame set for payment and Ashley advised the monies are supposed to be paid within 30 days of the invoice date. However, the AHHS has always been lenient with the deadline. After discussion, it was decided to incorporate a time frame into the contract and to charge a late fee for those that do not pay within the time frame set forth in the contract. Matt Schuckert and Rodney Hicks will work on the time frame, the amount of the late fee, and revision of the language in the LBS contract.

IX. New Business: Rich Campbell advised that one of the large breeders approached him and asked for an extension of time to submit DNA for Hackneys registered under the Registration Incentive Program. The registration fees have been paid, but the breeder has lost his help and needs more time to submit all of the DNA kits. Under the circumstances, the breeder was being granted a 30 day extension of time to submit all of the DNA kits and still qualify for the Registration Incentive Program. Ashley Redmon and Maureen Quackenbush will work on the letter to the breeder advising of the extension and the letter will go out by the end of this week.

X: Motion to Adjourn - A motion to adjourn the meeting was made by Rodney Hicks and was seconded by Matt Schuckert. The motion passed unanimously and the meeting was adjourned at 8:13 p.m.

Respectfully submitted,
Maureen Quackenbush
Recording Secretary