

PFHA National Board Meeting

Nov. 7, 2020

10 a.m. conference call

Note: Liza Holland serving as secretary

Not Present: Central Canada, MidAmerica

2,450 votes represented out of 2,643 available

President Comments

Difficult time for many of us trying to navigate these waters.

Thank you for supporting the PFHA.

USEF Award Nominations

Special Achievement Award: Richard Miller

Pegasus Award: Rick Shaffer

Walters Sportsmanship Award: Rick Meyers

Ellen ? Award: Gay Converholst (sorry I missed this)

Breeders Cup: Besliu

Junior Equestrian: Billieanna Miranda

Horse of the Year: Vivaldi de Besilu

Executive Director's Report

1. COVID has hit PFHA hard: \$50,000 from local shows and \$100,000 from GNS
2. Projected a loss of \$35,000. (Better than the \$50,000 projected)
3. PFHA is down 27% in revenue
4. PFHA has cut expenses down \$114,000 or 16% this year
5. PPP Loan of \$42,000 is eligible for forgiveness since the amount is under \$50,000. No paperwork is required. *Note: if we must pay it, it will affect our projected loss for 2019*

Cost Cutting Efforts

Liza Holland requested anyone with an idea to reduce costs and/or generate monies to contact her via email or the office. Please feel to send in your recommendations.

1. Reduce the PF World Magazine to 4 times a year. Editing will be move to the PFHA Office for additional savings. Savings of \$21,000.
2. Social Media coordination moved in house. Savings of \$5,400.
3. Move all BOD meetings to virtual. Savings of \$18,000 per meeting.
 - a. *Motion passed to move meetings to virtual for 2021.*
 - b. *Motion passed to charge \$25 to attend meetings.*
4. Use our diverse library of videos for social media. No cost.
5. Review PFHA awards. Currently spending \$100,000. Possibly look at other awards and options available.
6. No longer print membership cards. Move to online only.

7. PFHA Staff time reduced to 4 days with exception of the Registrar, Amy. Savings of \$2,800 per month

For more information, please see Executive Director's Reports on PasoKey

Looking Forward for Revenue Ideas

1. Forgiveness of PPP Loan. (See above)
2. Discussed possible nominal charge for Live Streaming of videos and GNS.
3. Additional sponsorships.
4. Virtual Silent Auction. In the works for November.
5. Membership of younger members
6. Virtual Shows.
 - a. ConfePaso has been quite successful with these shows.
 - b. *Motion passed to begin Virtual Shows.*

Virtual Shows

Increases in other horse associations has been due to virtual shows. These shows would be completely separate from our local shows.

1. Excellent for new members
2. Opportunity for those too far away to compete
3. Education
4. More benefit to our members
5. Fees by other associations: \$25 per class: \$5 for judge, \$10 for prize money and \$10 back to the association. Additionally, judge feedback is available for \$25 with three positive comments and two for the riders to work on.

Treasure Report

1. Covid have greatly restricted revenue (See Executive Director's Notes)
2. \$35,000 loss for 2019
3. GNS broke even. \$1,200 profit.
4. PFHA Membership: Down 17% for 2019
5. 2021 Budget (breakeven) for January 2021 meeting

Motion passed for short-term cash flow from reserves.

2020 Grand National Show

1. Special thanks to all staff, volunteers and sponsors of the show. What a fantastic group effort.
2. The 2020 GNS generated a small profit of \$1,200.
3. Super Horse Competition was a huge success and assisted with generating revenue. Special thanks to Peggy Tanner for her \$10,000 donation toward this class and her donation toward next year's as well.
4. No reported cases of COVID during or after the show.

2021 Grand National Show

1. PFHA has not finalized the 2021 GNS contract with the World Equestrian Center in Ocala, FL.
 - a. There are questions and negotiations concerning the GGT footing in the arena and a requirement of the PFHA guaranteeing a minimum of 275 rooms at the WEC's onsite hotel.
 - b. PFHA will have horses test the footing and report back in early December.
2. Ben Leon has announced to sponsor and support show in Ocala.
3. Peggy Tanner has graciously offered \$20,000 to sponsor the Super Horse Competition and a new Amateur Super Horse Competition.

Nominating Committee Report

President Nomination: Jose Colon

Vice President Nomination: Sofia Passariello

Secretary Nomination: Andrea Lord

Treasurer Nomination: OPEN

Committee Reports

Amateur Committee

1. Survey information
 - a. 46% - 40-59
 - b. Over 50% came from non-gaited breeds
 - c. 41% trail, 31% sanctioned shows
2. Jeanne Griggs is 2020 Amateur of the Year.

Gelding Committee

1. Super Horse was more successful than we expected.
2. Rescue Class: Two horses this year. Participants had to pay their own way this time
3. Peggy Tanner has graciously offered \$20,000 for the 2021 Super Horse Competition and a new 2021 Amateur Super Horse Competition

Judges and Stewards Report

1. *Motion Carried: Virtual Judge and Secretary Clinic for 2021.*
2. Concerned about what is perceived "abuse" of our horses at our shows. Protocol in place at GNS for lameness. (See below)

It was mentioned PETA has us on its radar. The "Past Act," specifically mentions three breeds for soring: Tennessee Walking Horse, any Racking Horse and Spotted Saddle Horses. A proposed "compromise bill" is being circulated in the Senate to amend the PAST Act (S. 1007), which omits the breeds mentioned. This would broaden the Past Act to other horse. HUS, USEF, FOSH are opposed to this action. This bill already makes soring a felon and with this omission will open the doors to PETA to question everything and anything. Members are encouraged to contact their Senators. Let me know if you'd like more information.

Registration Committee

1. Breeder Reports are being corrected as rescue and older horses are registered. This will generate some additional revenue as the office works with stallion owners.
2. Full Circle Program – *Motion Carried*.
Program is free. Minor cost to PFHA. Used by AQHA, ASBHA, Jockey Club and the AMHA. Created so that if/when a horse needs rehoming (hopefully before it goes to auction) there would be someone available to assist. This program will allow a person to register with the association as a contact in case the horse needs a home due to any number of circumstances. The current owner of the horse would be able to call the association and will be provided the name of the person on the contact list. The owner can then contact that person to see about arranging a home for the horse.

Rules

1. The 2021 PFHA Rule Book corrections are being completed. Will be posted once finished.

New Business

1. ADA motion. Need us to be a more welcoming environment we possibly can. The facilities ADA policies should be mentioned in regional show information.

ALL COMMITTEE REPORTS ARE AVAILABLE ONLINE TO READ OR DOWNLOAD AT PASOKEY

Motions Passed Update

1. Fee for BOD meetings: \$25 for members/\$35 for nonmembers to attend.
2. Short-term cash flow from reserves.
3. Virtual Shows
4. Virtual 2021 Judges and Stewards Clinic
5. Full Circle Program

Board announced a special December Meeting: 2021 GNS location and Mundial 2021 to be discussed

Motion Adjourned: 12:42 p.m.