

November 10, 2018

## **Paso Fino Horse Association Board of Directors Meeting**

Griffin Gate Resort and Spa in Lexington Kentucky

Great Lakes Paso Fino Horse Association had 113 votes

Total eligible votes 2,881

Quorum 1,469

Total present 2,468

Majority 1,203

2/3 Majority 1,646 votes

### **Meeting**

**Sharon Londono the PFHA President** gave her report and said that Erin Newell took another position. The office is currently understaffed, Stacy, the accountant, also resigned. Mary C. replaced her. Mary C is taking some medical leave days. in the interim they've temporarily hired Lisa Gorsuch, our Treasurer, to help keep the accounting getting inputted from Nationals. They're working to get timely financials and apologize for again not providing them 100% complete. Erin Newell leaving created a gap in our social media communication. Sofia, a Director has stepped up as a consultant.

Each Region has been challenged to contact members that have not renewed. Southern Florida Region is leading the membership drive. They had 300 members drop out. They made phone calls and 100 of the 300 members that dropped out of the PFHA has renewed. Regions PFHA is sending a postcard out saying we miss you and to expect a call.

The **Executive Director Report** was presented by the Executive Director Bill Nelson.

He reported that the social media campaign has been successful .The CMTI is the company that handles our website. Paso Fino Members portal has successfully launched its new member website. The data presented is the real data and very reliable. It is the same data. The data is the same that the Association has available. They have added the rescue link on the PFHA homepage. The Foundation, created by Peggy Tanner has grants to assist youth and rescue horses. They have added the auto renewal feature in the membership portal. This is big news. We have been asking for this feature for many years. He expects this, as does the rest of the Board, to greatly assist with keeping members and not having them drop off. Members will receive an email a week ahead of their renewal. He encourages members to click the auto renewal feature on their members portal. The credit card information is being held by [authorize.net](http://authorize.net) to comply with all of the PCI requirements and privacy federal privacy requirements. He cautions everyone to not email their credit card information. If anyone does email credit card information it is not safe and secure. Please do not do it.

Erin Newell departing has left the staff shorthanded members are not receiving timely callbacks.

**PFHA Treasurer**, Lisa Gorsuch gave the Treasures Report.

The financial reports are available. They are not 100% finished. The Grand National Show reported a profit of over \$80,000. After all of the adjustments are made it should reflect approximately \$100,000 in profit. She expressed concern that the majority of our operating money should not come from just one event.

The **Grand National Show Report** was presented by Ashley Aldred and Jose Colon, the Show Managers. They were happy to report that they received over \$11,000 and non-showing sponsorship money and over \$10,000 in products that were donated for our show. They are reaching out to other businesses that do not show horses at our show to try to get more money for the show. They felt that the show ran rather smooth despite cost saving items. They were able to hire three more staff while still reducing expenses. Having volunteers like Julie Aldred and Jeannie Griggs volunteer on the show management team help tremendously.

Robin Ratliff expressed concerns that the past winners we're not listed in the Grand National Show book. They expressed that this was necessary to cut expenses. Robin Ratliff expressed concern that there were no clinics offered during the show and she accepted the challenge to organize clinics for next year's show.

Perry Georgia State Fairgrounds were not able to get the construction permits for the smaller show arena. They are considering a different location for 2021 because they were counting on that reducing expenses in that year. Currently we can expect to have the same expense from Perry if we do not change locations.

Sharon Londono expressed a desire to have a Grand National Youth Show to be held in July in the new facility in Ocala Florida. She was very pleased and surprised with the support the board expressed in her moving forward with that. It caught her off guard in a good way and she is going to work over the next two weeks to get all the information together to have something to actually present to the board for us to approve to make that happen. The youth show being separated out of our grand national show in Perry in September will cut 2 1/2 days for the grand national show. This will allow us to look at different facilities. Currently the challenge we have is that we require two weekends to have our show and many facilities do not have back to back weekends available. This requirement also greatly increases the cost of the show. Peggy Tanner graciously offered to donate \$6,000 toward the youth show with the caveat that the nationals remain in Perry Georgia. The Ocala facility is state of the art and the facility is going to work with us to make that happen. It is a 2,000 stall facility there are locked tack stalls every 10 stalls. Every 17 stalls there is a wash bay. She toured the facility and says it is the most state-of-the-art facility she has ever seen. The board voted to not vote on the third year out location at this time.

**The board went into executive session.** All discussions during the executive session must remain secret including any actions or votes that occurred. This is typically to discuss legal matters and personnel issues. Later the items that were voted on will be disclosed.

A motion was passed to add a recreational membership category for a reduced fee. These members cannot transfer a horses or show but may participate in recreational rider programs. The fee will be \$35 per year.

Bill Nelson presented an Electronic Information Security Policy and Procedure it was approved. This makes us in compliance with those requirements by the government. On the membership portal they have added an option for members to choose what information is available to other members on the website. We have a new form titled Paso Fino Horse Association User Access Request Form. This must be filled out by each region that has new officers after an election. Each officer must fill out and send the form to the PFHA office after each election. This will allow them to keep the correct members access to member information.

**The USEF is requiring Safe Sport Center Training** by any member that competes with the USEF. This is in response to the scandal with the United States gymnastics association lawsuits. The training is free to any USEF member. The member must go into the USEF member login. The USEF portal will direct them to the Safe Sport Center website. Each member must create an account on the Safe Sport Center website and do the training. It takes approximately an hour and a and a half to get through it must be performed by January 1, 2020. Everyone is encouraged to do it as soon as possible. Otherwise, they will not be allowed to show at any USEF sanctioned Paso Fino Horse Show.

Starting January 1, 2020 the registration fee will increase by \$15 and this will include a microchip. We have received a two-year amendment to the USEF lite competition agreement. This allows for new shows to be approved by the USEF. To qualify it must a new show with a new name and date.

Patti Blichmann received approval to clarify a rule in the adult horsemanship class. The points will be awarded to the horse and rider combination.

**The Membership Convention and Board of Directors** meeting is going to be combined into a one-day event. It will be held at the Luxor in Las Vegas, Nevada January 26, 2019. April 6, 2019 and July 13, 2019 will have a teleconference meeting. November 2, 2019 the Board of Directors meeting will be held in Atlanta Georgia.

The **Committee Reports** were presented. The reports are available on the Paso Fino Horse Association member portal. Everyone is encouraged to read the reports.

Highlights from the reports:

Jose Colon Judges & Stewards Committee Chair presented his report.

The Judges and Stewart will need to take a USEF test for any status promotions in 2019. The Judges and Stewart's clinic will be held February 2nd and 3rd, 2019 in Ocala. Auditors are welcome and the PFHA Board is encouraged to participate. They are looking for a farm to host the event to keep expenses down.

Peggy Tanner Presented the Foundation report.

There is over \$19,000 in the Foundation. Board members and regions are encouraged to donate currently less than 5% of the board has donated. The foundation was formed to assist youth and rescue efforts. There is a button on the rescue link on the PFHA site that any member can make a contribution to the foundation. Everyone is encouraged to do so.

In January the rule change proposals will be discussed as we are entering a rule change year in 2019.

Sharon Londono looked for direction from the board concerning whether she should run again. She receive many positive comments. Alfredo Rizo Patron volunteered his services and went to the office and did an analysis of operations and gave Sharon a report. She was grateful for his assistance she indicated we need more money to comply and move forward.

There was a reminder given that there is \$1,000 per region available to sponsor a A non-show event. Regions are encouraged to have events and apply for the grant. The meeting was adjourned.

I was honored to represent our region. If you have any questions or comments please contact me at (269) 539-0782.

Respectfully Submitted,

Linda Field, Great Lakes Paso Fino Horse Association Delegate