

AMHA BOARD OF DIRECTORS MEETING

July 25, 2018---Teleconference

Meeting called to order by President Kahre at 7:05 PM CST.

Roll Call: Board members in attendance were Bobbi Briggs, Sid Hutchcraft, Joe Kahre, Janet Matzner, Marilyn Meyer, Laura Mullen, Leigh Murray, Beverly Pearson, Jane Ramshaw, Debbie Rogers, Joanne Ross, Sami Scheuring and Jason Warrenfeltz. Alison Stonecypther was also present. A quorum was present.

President Report:

Kahre gave a brief President's report mentioning he had been busy trying to put together and schedule a social calendar for members attending the World Show. He also reported on his attendance at two of the three Regional Championship Shows (Central and Eastern) and how positive, enthused, and supportive he felt the exhibitors and attendees were at these shows. He further stated he had received similar reports from the Western Show.

Treasurer/Financial Report:

Mullen and Stonecypther briefly reviewed several financial documents that had been emailed to the BOD. A Balance Sheet and P & L statement for the close of business on December 31, 2017 were included. These reports showed a net profit of \$6,078.06 for AMHA for the 2017 year and \$213,482 operating cash in the banks.

They also discussed the financial status of AMHA as of July 25, 2018. While the reports indicate a profit as of this date, it is to be recognized that this information is not fully complete as the Regional Championship shows have just completed and the office is still waiting for data from them. These reports indicate that registrations and membership continue to be down and in need of new promotions and stimulus. The same is true of the printed MINIATURE HORSE WORLD magazine. There was some discussion about the need for more detailed financial information for various committees.

Mullen gave a brief report on the three Regional Championship Shows just completed. While not fully completed, she is estimating an approximate profit of \$9,301 for the Central Show. \$13,906 for the Eastern Show, and \$13,401 for the Western Show. All three shows were quite successful and had large numbers of entries per horse entered at the show.

Kahre mentioned the online auction that is now being held on Facebook by some members to benefit AMHA. He asked each BOD member to get involved and promote and support this project. Hopefully this auction can be extended through the World Show dates.

Hardship Fee Report:

Kahre brought up the concern he has that AMHA staff spends considerable time and effort processing Hardship Requests and if, for whatever reason the Hardship request cannot be completed, AMHA presently refunds all fees (except DNA) they received for that request. Sometimes a request is processed more than one time for the same horse. The BOD felt this was not good business for AMHA and needed changing. Ramshaw made a motion that, effective immediately, AMHA will retain a processing fee of 25% of the fees collected for each Hardship request when the Hardship request cannot be fully completed. Motion seconded by Scheuring and passed unanimously.

MHW Report:

As mentioned above, the printed MHW is becoming a financial problem for AMHA. Except for the World Show issue, advertising in the other three issues annually are difficult to sell. This is complicated with the competition of the on-line MHW. This subject needs additional review but a decision will need to be made soon concerning the future of the printed MHW.

World Show Report/Plans:

Kahre outlined and reported on some plans for WS activities:

1/ Measuring Clinic: There was agreement by the BOD members to go ahead with plans to hold a measuring clinic at the WS. Scheuring and others agreed to assist with this activity. The LOC will be involved in the planning also. The clinic is open for members to attend but especially planned for Directors who need to attend a clinic and become an approved AMHA Measurer.

2/ A social for those attending the WS was discussed. This would be sponsored by AMHA and probably scheduled for Wednesday or Thursday. There was agreement to move forward with this activity and Kahre asked for volunteers to assist with planning and working at the social. A survey was taken and all BOD members are planning to attend at least some portion of the WS.

3/ There was discussion about adding some fun performance classes (such as mentioned in CL-075 in the Rulebook) at the beginning of some of the evening sessions. Scheuring made a motion that this should be scheduled and tried at this year's WS. Motion seconded by Meyer and passed unanimously. Some BOD members will need to work with Mullen (Show Staff) to get this accomplished.

4/ Kahre asked each BOD member to get involved with helping to promote and “sell anything and everything” we can to get members to attend and support the WS.

Member Appreciation Month:

Kahre mentioned his thoughts about the need for a member appreciation month. This subject received considerable favorable thought and discussion. It was felt this might help some members and provide an incentive to get AMHA business completed by year-end. It could also help those members who reside outside the US who have to deal with unfavorable currency exchange rates when doing business with the AMHA.

Hutchcraft made a motion to establish a membership appreciation month in October, 2018 and allow a 15% discount to all members on business they do with AMHA during that month, with Stonecypher establishing the details for the promotion and reporting such to the BOD ASAP. Motion seconded by Ramshaw and approved unanimously.

Director Election Report:

Stonecypher reported ballots are now being submitted electronically for Directors in Regions 1, 2, 3, 4 and 12. The balloting does not end until August 31 so there is still considerable time for voting.

Adjournment:

Hearing no other business to handle at this meeting, Kahre suggested we adjourn. Hutchcraft made a motion to adjourn and Meyer seconded the motion. The meeting adjourned at 9:05 PM.