

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

New Orleans Louisiana

January 26, 2018

Submitted by Linda Field February 1, 2018

3,123 Eligible Votes

2,800 Total Present Votes

1,593 Quorum

1,868 Two-Thirds Majority

**Secretary:** Patti Blichmann, the Executive Board Secretary, was unable to attend. Yvonne from England was accepted as a Pro Tem Secretary for this meeting only.

Past minutes were approved unanimously

**President:** Paso Fino Horse Association (PFHA) President Sharon Londono gave her report.

The USEF has moved all of the services back to our office officially. There should be a savings of \$18,000 overall for bringing these services in house. There are two storage sheds that have old supplies and information. Dr. Laracuente is going to help go through the sheds. He is the Historical Committee Chair. She requested any longtime members to contact him to assist with dates and names of memorable events to preserve our PFHA heritage. The third week of March is the "Road to The Horse" in Lexington Kentucky. It is an incredible event and everyone is encouraged to attend. The USEF relationship is very healthy. They are working with us in any way they can. The USEF Lite competition show is one way they are trying to assist us in growing our breed and association. We are going to ask them to extend the Lite competition 2 years. The Lite competition has reduced fees and encourages new events. Sue Neibling is our USEF Delegate, and Robin Ratliff is our Breed Delegate.

We are pursuing being a part of the World Equestrian Games again. Canada backed out of hosting the event but Trion has agreed to host it. Micheal Gascon is pursuing being allowed to present an exhibition of a Paso Fino Dragon. The last day of the event is the first day of our Grand National Show. WEG is September 11-18.

**Treasurer:** Paso Fino Horse Association Treasurer Lisa Gorsuch gave her report.

She said to add \$16,000 to the negative number in the report. The report reflects the membership year changing from September 30 to December 31. Membership revenue is expected to increase as we move into show season in the northern regions. The Grand National Show (GNS) revenue was down due to the hurricane and refunds given due to weather. Registration is down 16%. GNS sponsorship receivables are down to \$14,000. 7 people are still not paying. We are going to suspend membership going forward.

A motion was made by Virginia Foster to have Alfredo Rizo Patron come in after March 1 to do a operational overview. He will make recommendations and submit a proposal to increase efficiency.

President Sharon Londono made a motion to accept an official Policy and Procedure for Handling Diagonal Breed Registry. It passed.

**Future Meeting:** Teleconference meetings to be held at 8 am cenral time April 21 2018 and July 7 2018.

November 3, 2018: Meeting in Lexington KY.

January 26 & 27 2019 : Board of Directors and Membership Meeting will be held in Las Vegas.

**Grand National Show Committee** was presented by Sergio Garcia and Ashley Aldred.

They sent out a survey that they will use to shape next years Grand National Show. They will put bids out to hire show staff next year. Their report was accepted.

**Executive Director:** Bill Nelson gave the Planning Committee Report. Committee Chairs were given task lists. He is working on getting feedback and producing a 5-year Strategic Plan.

Sharon Londono reported the Professional Paso Fino Horse Trainers Association is hosting a one day clinic April 7. Everyone is encouraged to attend. It is open to trainers and non trainers. April 8 will be a meeting for Trainers only.

Regions are encouraged to host Master Trail Horse Program Certification Clinics. Contact Judy Bradbury for more information. Virginia Foster applied for and was granted a Grant for the Virginia Horse Council to give prize money at its Master Trail Horse Program. She is willing to give her grant application to anyone applying for a grant. They are welcome to change the pertinent information to customize it.

Sofia was named 3 year Director. No one could spell her last name.

Dick Miller was named Chair of the nomination Committee.

John Tonetti made a motion for all committee reports to be filed 30 days before a meeting. Also that the financial reports were to be posted online with the reports so they can be referred to later and made available to all members. Motion passed.

The Board of Directors meeting completed with a motion, seconded and passed.

**Membership Meeting:**

Votes were as follows:

Total Eligible votes 3,354

Votes Present 2,802

Quorum 1,006

Majority 1,402

Two-Thirds 1,869

Great Lakes 155

Votes were cast and counted. The **Rule Change Proposal** results have been posted.

Frankel Marketing presented a marketing introduction. First we have to decide what it is we want to accomplish and secondly do secondary research to see what other organizations like ours is doing. Thirdly Primary research to produce a written plan to achieve our goals. He showed some inexpensive ways to optimize Search Engine Optimization that we can use to drive traffic to or site.

Respectfully Submitted,

Linda Field Great Lakes Paso Fino Horse Association Delegate