

WELSH PONY & COB SOCIETY OF AMERICA, INC.

MINUTES OF THE BOARD OF DIRECTORS' MEETING

Tuesday, June 28, 2016 and Tuesday, July 26, 2016

The Board of Directors' meeting of the Welsh Pony & Cob Society of America, Inc. was called to order by the President, Dr. Ruth Wilburn, at 7:33 p.m. on Tuesday June 28, 2016, via telephone conference. All Directors, with the exception of Mrs. Abeles were in attendance as was Mrs. Landis, Executive Secretary-Treasurer. Ms. Himler joined the meeting in progress at 8:03 p.m. Paula Bright, Michelle Grosser, Dannielle French, Winona Myers and Diane Stewart were observers.

I. President's Report

The President reminded everyone to please make your comments concise and to the point. Please identify yourself when you speak because not everyone knows everyone's voices. Please stay to less than two minutes. She welcomed the non-board members who were present and invited them to participate.

II. Reading of the Minutes

Mrs. Verkuyl's motion that the reading of the minutes be dispensed with was unanimously adopted.

III. Secretary's Report

There was no written Secretary's report.

IV. Treasurer's Report

Mrs. Verkuyl reviewed the Finance Committee's report (filed herewith). She compared our current figures to where we were this time last year and to the budget. We are 75% of the way through the year. Registrations are at 70% and \$3000 below last year. Membership is at 91% of the target for the year and up \$4,000 from the same time a year ago. We need to continue our efforts to get new members and encourage others to renew. Publications are up this year. The Journal was very successful and the printing costs have gone down. Fundraising is above \$7,500, but below where we were a year ago. Again, we have lots of opportunities to support the Society and would like to continue to grow. Total income is \$189,000 which is 87% of budget and \$11,000 higher than a year ago. We have modified the way we report our mortgage. The operating expenses will account for the interest paid. The principal will show on the balance sheet as a reduction in the balance due for the mortgage liability. Our cash balances are still very strong. The bank charges are for fees charged for using credit cards. We will be checking to make sure we are getting the best deal we can on those charges. For the year to date, we have \$27,000 net income. Mrs. Verkuyl reported that this is probably the highest it has been since she has been on the Board. We are significantly better than the budget and where we were a year ago. The possibility of offering PayPal was discussed, and we will try to conduct a survey to see if the members would be more interested in PayPal.

V. Unfinished Business

There is no unfinished business.

VI. New Business

There is no new business.

VII. Committee Reports

AMERICAN NATIONAL

Reports from Mrs. Burtness and Ms. Cochran are filed herewith. The President reported that Ranae Smith will no longer be in charge of the American National Show. Connie Moore and Denise Dougherty will now be the co-chairs. A new technical delegate will be needed. Ms. Cochran reported that there are still some gray areas in the responsibilities that need clarification. We agreed to take on the class sponsorships, program and banners which she, Megan and Martha are working on. The sponsorships for food, parties and specific activities go towards that.

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We are not sure what else needs to be done. Winona Myers reported that sponsors are needed for the exhibitor's party and the center ring. The center ring is estimated to cost \$700 to \$1000. It was asked whether or not the "above and beyond sponsors" need to run through the WPCSA or go directly to the OK-KS group. Dr. Wilburn reported that yes, these sponsorships need to go into the full accounting. Once the expenses are paid, we will share the profit between the two organizations. The Pet Pony and OKWPS classes can be sponsored. Winona Myers reported that the livestream fee has been covered and members will be able to order videos. Ms. Cochran is unclear as to who should receive free advertisements in the program. Mrs. Myers stated that in the past, \$75 donations would equal a quarter page ad; \$100 a half-page and \$150 would be a full page. We need someone who can feed the information from the local club regarding what has been promised. We need to make sure we are communicating and need a go-to local person. The programs for the last two years have included the lists of sponsors. We need to get a list going so we know who is doing what. Dr. Wilburn will get with Connie Moore to make sure everything is on track. If we get all the classes sponsored, Ms. Cochran asked if we could have double sponsors for the halter championships. That would put us over our commitment in fundraising. At this time, the East Coast and West Coast are lacking in sponsorships. Only one person on the East Coast has sponsored. Dr. Almond and Mrs. Schiller pledged sponsorships.

MARKETING/OUTSIDE ADVERTISING/PRESS RELEASES

Mrs. Stover's report is filed herewith. A grant application was submitted to the USEF Foundation but not accepted. We need projects that are very measureable that we can report on more efficiently for the use of the funds. Mrs. Stover has packets available with the grant application and press releases for anyone who would like a copy.

STUDBOOK

David Maurer is preparing the files for the next edition.

JOURNAL

Mrs. Burtness' report is filed herewith. We have had a lot of positive feedback regarding the new format.

WELSH REVIEW

Dr. Almond's report is filed herewith.

WEBSITE

Mrs. Burtness' report is filed herewith. Mrs. Steinmetz reported that three members of the USEF staff visited the office and are working on a proposal to update the website and to move the data to their servers. We continue to make improvements to our website. It is better than it was, but still has room for improvement. We need to revamp the navigation to make it more user friendly. We will put a call for suggestions out in the E-News blasts.

YOUTH

Mrs. Burtness' report is filed herewith.

BY-LAWS

No report necessary.

NOMINATIONS

No report necessary.

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CONVENTION AND ANNUAL MEETING

Ms. Himler reported that we are in negotiation with the San Francisco Airport Embassy Suites at 250 Gateway Blvd., San Francisco, California. The hotel is at the airport and the discounted rate is \$129. We are discussing the per day parking fee. She forwarded an email with more details regarding the room count.

INTERNATIONAL AMBASSADOR

Mrs. Thomson noted that the Royal Welsh is coming right up.

AMERICAN DRIVING SOCIETY LIAISON

No report.

USDF LIAISON

Mrs. Stover is donating Welsh awards for the Dressage Pony Cup.

USEF LIAISON

Mrs. Steinmetz' report is filed herewith. The new competition infinity proposals sound very interesting. The USEF would like some feedback regarding this program. The measurement card proposal has not yet been adopted. If passed, shows that are dually rated with USEF and the WPCSA will be allowed to accept WPCSA measurement cards. We need to be thinking about who to nominate for the sportsmanship awards as well as the Horse of the Year.

LICENSED OFFICIALS

Dr. Almond's report is filed herewith. We are hoping to improve the forms used for this program. The test, the application form and the evaluation forms are being revamped. Mrs. Schiller has volunteered to help author something for the TDS to give them more instruction. Norman Kalinski will be thanked for his video donation in the Welsh Review.

SHOW COMPLIANCE

Mrs. Schiller reviewed her report (filed herewith). Some shows are having a problem with making changes after the official prize list has been put on the website. Ms. Himler's motion that the prize list on our website is the correct one and that is the one that stands if there is a conflict was unanimously adopted.

SHOW SANCTIONING

Mrs. Steinmetz' report is filed herewith. The Eastern Regional had 101 ponies. Everyone seems to be in favor of keeping requirements for the number of ponies for ratings the way it is. There has been mixed feedback, however, on requiring a low number for the gold shows such as 40 or 50. There are a few state or county fairs that are subsidized and don't care if they lose a lot of money. Some shows with as few as 20 ponies are able to receive a gold rating. This is the year that we need to decide the number requirements. There was an issue at a recent show where the management presented the judge with a pattern to use that did not follow the rules. Judges are to work with show management but must still follow the written rules. We need to have a separate show rules committee meeting before the next meeting. There are several pages from Todd and Bonnie Barbey of suggested rule changes regarding English Pleasure. They are very anxious to have it approved by the 2017 show year even though it is a huge change and the rules state that changes need to be approved a year in advance of implementation. It was the consensus that this needs more work and discussion before being voted on and; therefore, it will not be ready by December. Mrs. Steinmetz has been in contact with them and will email them again. Mrs. Verkuyl will respond to the Barbeyes.

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WELSH OF THE YEAR & HALL OF FAME

Dr. Wilburn noted that we have posted the results of the Welsh of the Year online. Mrs. Stover will do a press release and we have an article for the Review. We will begin the Hall of Fame voting later this year.

REGIONAL REPRESENTATIVE LIAISON

Dr. Almond's report is filed herewith. Regional Representatives have been asked to submit write-ups for junior members and regional articles. They have also contacted members in their area who haven't renewed. The feedback is that no matter what we do, the membership doesn't get back to us.

The President noted that the continuation of the meeting would be during a closed telephone conference call. She asked that the Directors let Mrs. Landis know if there are certain dates they would not be available. She thanked the members who had joined in and invited them to attend future teleconferences or join in person for regular meetings. She recess the meeting at 9:26 p.m.

The next telephone conference began with all Directors, except Gail Thomson, in attendance at 7:30 p.m. on Tuesday July 26, 2016. The conference began with closed committee meetings followed by a Website Committee meeting which discussed the proposal from the USEF for updating our data server and website data pages. During the Website Committee meeting, Mrs. Verkuyl's motion that the Board appoint Mrs. Steinmetz and Mrs. Landis to negotiate a Statement of Work and contract with the USEF to be forwarded to the Board of Directors was unanimously adopted. Mrs. Abeles left the meeting at 9:00 p.m.

The President officially called the continuation of the meeting to order at 9:11 p.m. Dr. Benedict's motion that the actions of the Resolutions, Qualifications and Website Committee meetings be accepted was unanimously adopted. The President adjourned the meeting at 9:12 p.m.

Lisa L. Landis
Executive Secretary-Treasurer

ALL REPORTS ARE POSTED UNDER A SEPARATE PDF ON-LINE