

BOD Meeting October 25, 2023

Call to order by **President Anne Murphy at 7:00 pm.**

President's Message: Please silence your phones. There are several new directors that will introduce themselves after roll call.

Roll call: **An attendance chart is in the meeting packet.**

Minutes from September 27, 2023:

- Motion made by Ron to approve the September minutes with two changes, seconded by Scott. Passed.

Treasurer's Report:

- Ron contacted Huberty about our financial review for this year. Huberty reported that they will need another two weeks to complete a new report that is due now regarding leases.
- Floyd moves to accept the financial report as presented; seconded by Dana. Passed.

WSHCEF Update & Treasurer's Report:

- There is an update on the WSHCEF bylaws in the meeting packet. A discussion followed on the wording that was presented. The discussion also expressed concern if these changes should be approved by the WHC or not.
 - No action was taken at this time. More research will be done, and this bylaw change will be moved to January 2024 for action.

Legislative report:

- Jolene mentioned that the buggy bill may still surface, and she will contact the WHC office if it does as we may need to have quick action to attend a hearing.
- Nancy had sent Jolene some information from AHC regarding rodenticides and the effects it could have on the equine industry. Jolene will send the information to Darla to send out to the directors. Directors can then contact their senators and house representatives to get their support in contacting the EPA regarding the rodenticides.
- Jolene has a suggestion for a future speaker. Julie Sweeny from the WI Livestock ID Consortium spoke at the county fair meeting and Jolene recommended her. The directors at this meeting felt that Julie would be a good speaker; Jolene will see if Julie can come to the January BOD meeting.

Midwest Horse Fair Report:

- A report was included in the meeting packet; nothing additional to report. Rodeo will be both Friday and Saturday night.

Committee Reports:

- Annual Awards- Pat Stevenson- Information on website
- Budget & Finance- Nancy Edwards
- Bylaws- Dana Sechler. Clarification of submission for suggested changes: Submissions of bylaw changes are due 30 days prior to the March and September meetings.
- Districts- Katie Bachhuber reported that there was a zoom meeting of the committee with good attendance. A summary of the district's purpose, projects that have worked and have not worked and how to recruit members was topics discussed. A letter is being composed that will be sent to all WHC members to help explain the districts and get more attendance and participation within the districts.
- Judges Program & Seminar- Dana Neary-Panella- Information on website.
- Member Services- Mike Kroll- 3rd Quarter Stats in packet regarding membership numbers of WHC.
- Policy & Procedures- There is nothing going on now, but the committee will be meeting soon.
- Public Relations- Bonnie Shepard- WIHA State Show is this weekend. 2024 Farm Tech Days is up near Eau Claire; Katie reports that the district committee is working on getting district 1 to manage the Farm Tech Days. Bonnie gave a report on Colorama trail ride that she and Nancy attended. Bonnie stated that there is a lack of recognition in the northern part of the state regarding knowledge of the WHC and the MHF.
- Scholarship- Jill Feller- a report was sent out as an addendum to the meeting packet.
- Sponsorship- Cricket Jewett. Cricket reported that sponsorships just approved \$26050.
- Technology- Dana Sechler; The only issue lately has been fixing the sound on the smart board, which was completed, and the sound is good.
- Trails- Floyd Finney & Cricket Jewett. Floyd reported that the trail school in 2024 will be his final year running it. If anyone is interested in taking over the trail school, they should contact Cricket or Floyd.

Long-range Planning (LRP) Reports:

- Determine the needs of the Equine Industry update- Anne Murphy:
 - Veterinarian surveys have not been sent out yet; the questions are waiting approval by the veterinarian board.
- Youth Initiative Discussion- Anne Murphy:
 - Dr. Ketover will do a zoom clinic on emergency care for equines on November 14 for the youth members.
- Reevaluate District Functions- Katie Bachhuber:

- See update in the committee reports above.
- CPA Update- Nancy Edwards:
 - We have a quote from one CPA, one in process to get a quote and possibly a third CPA firm. Once the quotes are all in, the committee will meet again to discuss the options.
- Long-range strategic planning process status- chart in meeting packet.
 - Dana presented a summary of the progress on the long-range planning that was started in November 2022. There were nine action items that were developed during the strategic planning meetings. Each action item included steps that were to be taken. Some of these action items need to be updated now to reflect the action that has been taken or not taken.
 - Redesign the WHC logo- is this still an option that WHC wants to pursue?
 - Determine needs of equine industry- surveys.
 - Broaden Public Relations
 - Research potential for Executive Director or part-time Marketing Individual
 - Reevaluate the District function.
 - Increase Youth Involvement
 - Create an Equine Disaster Plan
 - Maintain Darla as a long-term employee of the WHC.
 - Explore ways to utilize the Foundation and its benefits.

Old Business

- **Passport:**
 - The committee had a meeting and reviewed WI Harley group's passport document. On one side of this passport is the WI map with stars what locate the Harley dealerships. On the second side, is a list of the Harley dealerships that represent the stars of the map. Bonnie contacted the Harley group who created their passport and talked to them. They gave Bonnie their approval to 'copy' their idea to use for the equine industry.
 - For the WHC passport, retailers need to be at least a level 2 WHC member. People who want to participate in the Equine Passport need to be a level 1 member. The Equine Passport will be introduced at the MHF but cannot be used until after the MHF.

New Business

- **Proposed Bylaw Change submission deadline is February 27, 2024:**
 - The form for bylaw changes is in the meeting packet.

Other:

- **Deadlines:**
 - Ride WI Trail Ride/Drive Program hour logs due 1/31/24
 - Scholarship Submission Deadline- 1/10/24
 - Equine of the Year Award Nomination Deadline- 12/1/23
 - All Other Annual Award Nomination Deadlines- 1/10/24
 - Sponsorship Program Submission Deadline- 2/28/24
 - Trail Grant Submission Deadline- 2/1/24

Future Meeting Dates:

- November & December- no meeting
- January 24, 2024
- February 28, 2024
- March 27, 2024- ANNUAL MEETING

Motion made by Scott and seconded by Ron to adjourn at 8:50 pm.

Respectively submitted,

Jill Feller
WHC Secretary