



ILLINOIS QUARTER
HORSE ASSOCIATION

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BOARD OF DIRECTORS MEETING MINUTES

July 5, 2011

Roll call was called at 7:01 p.m. A quorum was present. Those present were: Gene Allen, Joe Glassford, Cheryl LaMaster, Brian Jallas, Connie McLaughlin, Kandi Lane, Barb Gibson, Lori Jallas, John Boxell, Chris Arentsen, Pat Fewell for Jake Lane, Mary Hannagan, Paul Rogers, Tammy Rogers, Cherylann Easley, Dylan Easley, and Karen Boxell. Those present by phone were: Ken Freeman, Jeff Greaves, Heidi Coop for LeaAnn Koch, Nancy Allen, Debbie Loftus, Alyssa Freeman. Cheryl LaMaster brought up a matter regarding a board member who was not member and was not participating. Gene Allen had tried to contact this person but was unsuccessful. Joe Glassford made a motion to inform Mindy Riden she was no longer on the board, per the bylaws. John Boxell seconded the motion which passed. Cheryl will send her a letter informing her of the Board action.

Minutes: A motion to approve the minutes with a couple of minor corrections was made by John Boxell and seconded by Joe Glassford. The motion was approved.

Financial report: The Finance Committee had a meeting recently to look at ideas to help our financial situation. Brian Jallas went over a general account comparison of the last 4 years showing a trend of money going down and expenses going up. Our cash flow is low at many times during the year. (1) Several ideas discussed concerned the convention activities on Friday evening and Sunday morning. In the past there has been a Board meeting and a President's reception on Friday evening. One way to trim would be to eliminate those activities. Another idea was to continue to have the Friday board meeting but eliminate the reception in a separate room. Traditionally it has been Board members and their families who attend the reception. A reception could be held in the meeting room after the meeting. The association could also provide its own food. Another idea discussed was to not have a band at the banquet, but substitute a DJ. It was mentioned that we have had quite a few positive comments about the live entertainment after the awards ceremonies. Raising the cost of the banquet meal to charge what it actually costs us was also mentioned. We have been charging \$28 for the dinner and lunch while it actually has been costing the association \$35 for lunch and dinner. Another possibility would be to eliminate the Sunday morning meeting instead of eliminating the Friday meeting. The meetings could be combined to one day. The old board could meet, then recess, then start the new board meeting. A further idea was to find a sponsor for the lunch, thereby reducing costs to the association and the members. Kandi Lane and Pat Fewell will bring the contract to the next board meeting to see what is included and what possibly could be eliminated. (2) Another topic of conversation was the website. Although the expense is less than in the past, it is an expense that didn't exist years ago. The possibility of selling advertising on the website had been mentioned in the past but not pursued. Providing banners and/or links on the home page could be investigated. (3) The next topic was the Yearling. Brian had talked to the Hortons about the Iowa publication regarding their printing costs. Investigating other printers who might be less expensive was mentioned. Connie McLaughlin also mentioned convenience to the printer as a concern of hers since she communicates with the printer frequently when an issue is being put out. Cheryl mentioned that the association had received some AIM money this year for an educational page to be published in each issue which helps a small bit with the costs. Decreasing the number of issues per year was also mentioned as a possibility, but did not seem to be considered a good idea by those present. Charging lifetime members for their Yearling was also mentioned as a possibility. (4) The next topic was insurance for various association activities and events. Insurance costs could be pro-rated to the different activities that require the insurance. We currently have liquor liability insurance since we provide liquor at our exhibitors' parties at shows. A suggestion was to discontinue this practice. (5) A question came up about the possible benefits to the association for participating in the Horse Fair. The concern was that we are not getting enough out of Horse Fair and other similar activities. Most of the concern centered around the time necessary to man the booths. Having more people to donate their time would alleviate some of the problem. Mary Hannagan

said the ideas were good suggestions, but she felt we should be careful not to go over board to the degree that we eliminate all the fun and social activities that members enjoy in order to save money.

Yearling: Several other issues were discussed regarding what to include and what not to include in the issues. The information is available on the website in many cases. The list of the board members, youth officers and directors will be pared down to one page. Everything will be listed completely in one issue but only briefly from then on. The committee members will be only on the website. Points will be eliminated from the issues except for the year end winners at the end of the year. Points are kept current on the website. Event schedules, futurity information, stallion auction information, educational articles, etc. will remain in the Yearling. Carrie Wilborn had talked to Connie about the possibility of preparing a flip calendar with ad space. Page ads could be sold. Selling the wall calendars and a flip calendar (both) was discussed with people thinking that there was a market for both.

Old business

a. **Redistricting:** Those wishing to be officers and directors for 2012 need to nominate by the first of October. Information about the redistricting will be put on the website

Discussion topics, comments & questions:

a. **Recreational ride:** Heidi Coop mentioned that they have had people sign up for the ride already. They have some items donated already and the buckles they provide are already sponsored.

b. **2012 shows:** The 2011 spring shows (4 shows in 2 days) made a profit of about \$4000. However the 2011 DuQuoin shows lost \$3434. Having the shows in Springfield over 2 days meant that the facility expenses were cheaper since labor costs in Springfield are so high. Moving the shows to Gordyville would be an alternative that would save us money. Mary has people that do all of the work. We would not need to rely on volunteers to keep the Springfield shows running. This year Charlene Hurley and her husband will be in the office for the futurity. Greg Bonfer will announce. Mary Hannagan made a presentation about what charges and expenses would be for shows at her facility. She also compared the 2010 and 2011 youth shows expenses and profits. Ken Freeman made a motion to move the 2012 futurity shows to Gordyville. Chris Arentsen seconded the motion. The motion passed.

c. **2012 calendar:** Alyssa Freeman is working on the concept and working on finding a printing company. She plans to sell spaces for \$100 each, selling 18 spaces. She needs the 2012 show dates to include on the calendar.

d. **youth report:** Dylan Easley presented a youth show report, showing a profit of \$9800. Dylan and Makayla Maciejewski attended the "Yes" convention in Amarillo, which he said was a great experience. Dylan was selected to go to Washington as a lobbyist. Forty youth are taking horses to the Youth World Show in addition to the judging, horse bowl and speech contestants. In addition, Dylan has been elected as a Region 3 director.

e. **queen:** Alyssa has been working on fund raising. Gene Allen commented that she did a great job at Fairmount during the Quarter Horse races.

f. **reciprocal approval:** The reciprocal approval between the Missouri shows and the ILQHYA shows was mentioned. The concept brought quite a few Missouri exhibitors to the youth shows. The concept will more than likely be continued.

John Boxell made motion to adjourn at 9:45 p.m. Chris Arentsen seconded the motion which passed.

Respectfully submitted,

Cheryl LaMaster, Secretary