

Minutes - ACPS Board of Governors Meeting - January 14, 2023
Lexington, KY

Linda Haines called the meeting to order at 10:05 AM. Roll call of the Governors was made. A quorum was achieved.

Attendees:

	At Large Governors		Regional Governors
In person	Catherine Blackmon	In person	Linda Haines - I
Absent	Kay Clements	Absent	Carol Kozlowski -II
Absent	Stephanie Fenton-Hickey	In person	Suzanne Phelps - III
Absent	Cynthia Holbrook	By Phone	Megan Lichty - IV
Absent	Deborah Howell	In person	Bonnie Reid - V
Absent	Lisa Rease	Absent	Lisa Etzel - VI
Absent	Kate Denton	Absent	Laura Balding - VII
In person	Anne Wadlow Drogula	Absent	Susan McLaughlin - VIII
By phone	Sharon Jantzen	In person	Tracy Garland - IX
Absent	Becky Jordan	Absent	Robin Mercer - X
By phone	Kathy Nebel		
By phone	Annie Balotti-Paleen		
In person	Fonda Eigel		
Absent	Karen Laden		
By phone	Sally Oxnard	In person	Joanie Webster, Member Emeritus
Absent	Donna Power	By Phone	Nicole Zerbee USEF

Additional attendees: Martha Slamer, Donna Miller

Linda thanked everyone for their attendance and covered housekeeping issues. Nicole will be asked to call in at 11:30 PM.

Ryder Richardson was complimented on winning a Pegasus award and on his fabulous acceptance speech.

A correction was made to the minutes of the Annual General Meeting October, 22, 2022 by Sharon: the first sentence under Internet was struck and changed to "The whole website focus needs to be newbie friendly; terminology, etc., needs to be understood by people new to the breed.

The minutes were approved with the noted change: Cathy Blackmon / Fonda Eigel

◆ *Consent Agenda:*

- Arbitration - Fonda Eigel
- Bylaws - Scott McGuffin
- Digital Library - Linda Haines
- ICCPS - Scott McGuffin
- Magazine - Marynell Eyles
- Genetics / Melanoma - Maureen Abel

Consent agenda accepted. Joanie Webster / Cathy Blackmon

◆ Foundation - Deb Norman & Stephanie Keen

One correction was made to the report: All the income from the auction was reported as income to the Foundation in the report when actually 20% of the auction income goes to the Foundation. The total to the Foundation for the 2022 AGM auction was \$431.54.

Someone contacted Linda about donating a trophy; Linda suggested instead they donate to the Foundation. The ACPS needs a written description of the Foundation and what it funds that can be sent to donors. **Sally and Joanie will work on this.** The website needs to list the Foundation address and a way to "click and donate."

◆ Awards - Sally Oxnard

The Awards Committee has been updating policies. Policy AWD P-10 language was clarified around the national awards (Endurance and Eventing). A requirement was added to require the pony be registered and the rider or lessee be a member of the ACPS.

We participate with the USEF for their awards; for those the ponies must be registered with ACPS or an ICCPS organization but we do not require ACPS membership.

USEF special awards include McKenna, Clifden and Seldom Seen Trophies. These are not ACPS awards. Sharon suggested better clarification needs to exist about which awards are ACPS and which are not. **Sally will work with Sharon to craft better definitions to post to the website.**

ACPS membership is required when points are accrued.

Motion passed to amended AWD P-10 Awards policy - membership requirement for ACPS/USEA Eventing Award and AERC High Mileage Award. Sally / Bonnie

Conflicting information between ACPS and USEF was discovered in three additional policies.

The Awards PO11, Junior Scholarships, language was clarified around the Junior scholarships that are offered. One is a program to write an essay which is reviewed by a committee and money awarded. In addition, the ACPS participates in a USEF grant program; if ACPS candidate for the Youth Sportsman Award is submitted by ACPS, the ACPS is given a grant of \$1500. Of the \$1500, ACPS gives \$500 to the candidate they submit; a runner up gets \$250. Any additional money goes in the ACPS youth scholarship pool. The language also needs to be changed in Awards FO6, Junior Scholarship Application. Sally has reviewed the changes.

Motion to accept the language change for Awards PO11 and FO6 passed. Suzanne / Tracy

Tracy suggested that Region Chairs recruit youth to participate in the awards program and get their applications in by the deadline. **Sally will pass this suggestion on to the Region Chairs.** Tracy also suggested that Region Chairs be included in the communication with the youth winners.

A change was made to P06, Connemara of the Year, to add Connemara Sport Horse to Purebred and Halfbred.

Motion approved to make the change to P06. Sally / Fonda

Tracy noted that 2022 is the second year of operation of the Fun with Pony award. The committee needs help on how to make the application process easier and how to easily get pictures and stories on the website and magazine. They need someone good at graphic arts to make a simple template for members to use. **Tracy will come up with a job description and share it with Sharon.** Facebook and the magazine could be used to find a volunteer.

Six Regions participated in the Fun with Pony awards in 2022. Twenty-three ponies earned 2022 FWP Awards, supported by 18 owners. Fifteen of the 23 ponies have earned a Bronze Medal for their second year of participation.

USEF is keen on celebrating the ordinary and likes the Fun with Pony award and mentioned that it may be in line for a Pegasus Award.

◆ Finance - Cathy Blackmon

Cathy noted that Stephanie is doing an amazing job with reconciling the bank account and keeping up with Quickbooks. Cathy answered questions about the financial reports.

A budget change can be sent to the Finance Committee which will take it to the Executive Committee. Budget excesses are not carried over. There are still monies from the 2010 WEG that can be used for promotion and education.

Motion passed to approve the budget. Fonda / Bonnie

Marynell has used her personal phone for the ACPS. Linda suggested Marynell get a cell phone specifically for ACPS, but Marynell felt it is not needed.

In the 18 years that Cathy and Stephanie have been involved, Marynell has not received a raise for working as the Registrar and Magazine. **Cathy / Strategic Planning Committee will come up with a proposal.**

◆ Inspections - Kathy Sparks

Tracy reported that an inspection is planned in July in conjunction with the Region I show. The inspector candidates will be invited as part of their development. The continuing education development process will continue and there is the possibility an in-person retreat. Nine modules with a built in quiz component have been completed in the online learning program. There are 13 left to go, with one being almost complete. The committee will partner with the USEF; a type and temperament educational model without the quiz will be on the USEF website. A link to the ACPS quiz module will be included.

Core modules are directed to licensed officials. Four of the remaining 13 modules are part of the core. The remaining are introduction, conclusion, pony stories and additional modules on movement and conformation.

The committee is also partnering with the Irish society.

The intention is to launch the program in 2023. The committee needs to look at how to fund the program.

The height of Irish ponies was discussed.

◆ USEF Connemara Committee – Chris Knox / Nicole Zerbee, our USEF liaison for ACPS

Nicole Zerbee reported. 2023 is a rotation year; the committee will repopulate with new people on March 1.

Four proposals were approved: McKenna trophy language was clarified; addition of the word “open” to the Connemara HOTY award (the same wording has been used in the ACPS PO10); addition of an Open Hunter Purebred award; updating breed registration requirement to be eligible for the USEF HOTY Connemara Open and Specialty awards.

Four meetings were held in 2022. Reviewed were the USEF general rules proposals; dressage proposals that could impact Connemara competitions; dual carded persons can serve as Steward and TD; specialty awards language were updated. Discussion of Pegasus Awards. Ryder Richardson was nominated by the Connemara Committee.

◆ Internet - Sharon Jantzen

Sharon acknowledged Sally’s work in getting all the Connemara Awards information to her for the website. Amy Plavin and Fonda took on the Stallion directory. Janet Gunn reviewed the forms; that is a work in progress.

The website photos are outdated. Some historical photos can stay, but a volunteer is needed to find new photos. A photo release is needed along with the photo.

The News section of the website needs to be kept current, adding new articles and removing old news articles. Some items can be kept for history's sake. A volunteer is needed to coordinate the News section.

Fonda suggested that a "Help Wanted" area be included on the website, Facebook and magazine for Sharon's two needed volunteers and Tracy's graphic artist volunteer.

Sharon would like a history of the ACPS on the website - when the society was formed, first Connemara's registered, etc. **Anne Drogula will supply Sharon with history information.**

◆ President's Report

Cathy is going to work with Nicole to update the ACPS / USEF side-by-side brochure. Cathy will also look at inserting Inspections into the document.

USEF has presented ACPS with a new affiliate contract. We have asked for an extension, but will move forward. The awards are the biggest draw for ACPS to stay involved with USEF. They also provide membership services to ACPS.

The affiliate contract requires a USEF presence on our website. We are required to have a Code of Conduct and Conflict of Interest policy. Our arbitration policy is commendable and USEF has asked to share it. Sharon is involved from a website perspective. SafeSport is required; our BOG needs to stay up-to-date.

Chris Knox and Janet Gunn are a great help with information.

◆ Membership - Suzanne Phelps

Total membership is up; each region had a slight increase. Region I has the most members. Bonnie asked if there was a way to follow up with non-renewing members. Fonda asked if there is a record of gift memberships purchased when people buy a pony. Vanessa Morgan suggested an award to the person that gave the most gift memberships. It was suggested that recognition be given in the magazine.

Code of Conduct / Conflict of Interest

Suzanne came up with a format to make an official policy. The legal authority is in our bylaws in Article III. The CoE / CoI statements will be on the membership form and will be a checkbox on the online application. Suzanne will send the document to Life Members as they don't renew.

Motion to approve Code of Ethics and Conflicts of Interest Policy passed. Cathy / Fonda

◆ Stallion Auction - Megan Lichty

The stallion auction was discussed in the Executive Committee and a plan was made to invite stallion owner members to participate and initiate national advertising. Megan consolidates the information from the stallion owners and provides it to Steven at Barnlog to put into the auction software.

Megan has historically advertised on social media as well as contacted stallion owners using a list from Marynell.

Discussed whether national advertising should it be generic or specific to different disciplines. Megan felt participation was low as there isn't enough benefit to stallion owners. Megan feels stallion owners should not pay towards the ad and the board agreed. She suggested a top pony in a discipline be featured (not necessarily a stallion). An ad could also thank the last year's stallion participants.

ACPS members aren't the ones supporting our stallions. It is people in disciplines, primarily eventing and some dressage. Ads should be targeted to those disciplines with outside mares being our focus. Megan thinks we need at least a half-page ad and suggested The Chronicle stallion issue and USEA.

Sharon explained that ads build awareness an exposure builds awareness. The first ad may not do it. We may want to consider more than one ad. If any of the publications offer a social media focus, we should latch onto that. Sharon noted that outside mares represent a larger bucket than Connemara mares, so support may be greater from outside mares based on sheer numbers.

Fonda asked if we were locked into the auction dates. Megan said that we usually hold it over Valentines Day, but it can be run whenever we want. People begin breeding in March, so we should end by March 1st.

Megan reported that there have not been any issues with stallion owners fulfilling their end. The mare owners can have issues with credit cards being declined. Megan will talk with Steven about how long we should give them before moving to the next bidder. Mare owners have to sign a contract with the stallion owners; there have been no problems.

Fonda has agreed to send letters to the stallion owners. She will get with Megan about the social media advertising. We still need to identify someone to create the ad and we need a plan for the dates and venues for the advertising.

◆ Nominating - Cathy Blackmon

According to our bylaws a BOG member can serve three, three-year terms. Stephanie is in her 9th year and needs to rotate off. The Treasurer position has to be filled. Cathy is willing to rotate in for a year; Stephanie would still be managing Quickbooks.

Three At Large positions will need filling; two At Large positions have the option to re-up for another term. Four Regional Governors need to be elected in their regions. Cathy invited suggestions and/or expressions of interest in the At Large Governor positions that need to be filled.

◆ History Committee - Anne Drogula

Anne is working on the earliest years while we still have some members that were involved. She is looking for materials - Joanie, Sally, Caroline, Liz Platais and Katherine Mack were suggested as having materials. Sharon's mom was editor of the West Coast Connemara News and founding member of the West Coast Connemara Show.

Linda said we used to provide a history book with the purchase of a pony; she provided Anne with copies.

Joanie suggested assigning people to record what happened during a specific timeframe, like a year.

Kathy asked about recognition for long term members; Marynell has pins she awards.

◆ Report of the Registrar – Marynell Eyles

Marynell should put a deadline of December 1st on the registration forms in order to provide USEF Lifetime registration numbers.

New Business

Joanie talked about sending a letter to Life Members asking for donations to the Foundation. Letters will be sent a few weeks prior to the Annual Meeting.

2023 AGM

The Annual General Meeting will be in Sacramento, CA September 28 - October 1. It will incorporate UC Davis and their melanoma study for the ACPS. One of the researchers will be a speaker at the meeting and perhaps a tour of the lab will be offered.

Lee Ramensky will be working on the annual meeting. Tracy is helping with budgeting. Sasha Worth, Senior Director of Development at UC Davis, is helping with hotels. Region Chair, Robin Mercer, had initially gotten quotes, but they were quite high.

The airport to fly into is Sacramento. Possible activities are a Robert Mondavi wine tasting and a river boat cruise.

The committee will keep Sharon informed for the website.

◆ Promotions

Linda asked everyone to write down what we would be able to get done if we had no manpower or budget constraints. Ideas from the brainstorm included:

- Three short features - print and online - featuring Karen O'Connor, Jessica Springsteen and Lendon Gray. Karen and Jessica started with Connemaras and Lendon famously showed one. Focus on how Connemaras helped them
- Interviews with owners / riders of top level Connemara sport horses focusing on the Connemara piece
- Connemara presence at the Ohio Equine Affaire
- National Connemara Day with open house at a Connemara farm
- Get feed companies to feature feeding the Connemara on their website and in advertising
- Broaden our brand to include the competitive and non-competitive in our "Connemaras do it all." Remember when riding was fun.
- Get Connemaras included in St Patrick's Day festivities.

- Look for ACPS member who are competing and feature them in a variety of ways - clinics, speakers. Advertise in national magazines reminding people about star athlete ponies. Feature year-end winners and how they won their championships.
- Coordinated promotions at major events - track ponies at the events, provide banners, saddle pads, etc.
- Meet and greet, promote our national superstars.
- Packets for new members
- Old breeder / farm recognition
- ACPS to have a fund for stabling and transportation to support competitors
- Hire someone that knows the ins and outs for promoting the breed on social media
- Segment and target messages to different audiences - starter ponies, sport horse, purebred
- Renaissance Fair
- Rose Parade
- Fairs and equine expos
- Write up stories like Donna Miller's that focus on our target market - petite women in their 40s
- West Coast Connemara Show has a website that draws people to the show
- Stall sign with Connemara logo (include magnets so can attached to trailer, too)
- Connemaras do it all at all ages
- Appoint a media chair
- We have a one person volunteer promotions committee. We need to divide tasks into one person jobs.

We need more volunteers to assist in these projects to help meet our desired outcomes.

The meeting adjourned at 3:05 PM. Joanie / Cathy

Respectfully submitted,

Kathy Nebel
ACPS Secretary