

Meeting Minutes - Board of Directors Meeting - Maritime Quarter Horse Association

February 2, 2023

Chair: Liane Nelson, President

Note Taker: Shannon Boyce, Secretary

Attendance: Liane Nelson, Shannon Boyce, Jennifer Poole, Wyatt Macgregor, Shandi Dryden, Doug Perkins, Katurah Waye, Leah Currie, Barry MacEachern, Jonathan Melong, Lacey Fisher

- Meeting was held virtually via Zoom and was called to order at 7:33 pm by Liane Nelson, president.

1. Motion to approve the agenda was made by Jonathan Melong, seconded by Leah Currie. There were no additions to the agenda. Motion carried.
2. Minutes of the last meeting, held virtually on Zoom November 24th, 2022, were provided to all in attendance in advance and were not read at the meeting. The question was asked if there were any comments or questions regarding the minutes, to which there was no response. Motion to approve the minutes of the last meeting was made by Katurah Waye, seconded by Jonathan Melong. Motion carried.

It was decided that our website is the best place to post our approved board of director minutes. This will help with our goals of transparency and clarity.

3. Liane Nelson provided the President's report where we discussed our communications plan of continuing our active Facebook presence. It was discussed how previously the MQHA would publish a newsletter and sponsors would purchase advertisements for it. The newsletter, however, was a significant amount of work and with our ever growing Facebook engagement statistics it seems unnecessary for now. Also, posting the board of director meeting minutes on our website is another way to help keep members informed.

Liane discussed members' concerns regarding the Canada Day fireworks. The town of Sussex has no intentions of moving their fireworks or the date. She will be creating an information post closer to July and we will provide members with important tips for how to help their horses if they are concerned. Barry MacEachern mentioned the lack of ear plugs and how useful they could be. Leah Currie suggested the MQHA could purchase equine ear plugs and have them available for sale at the show office for \$5.00 per pair.

A member has made a clinician suggestion and when informed that the MQHA has decided to go in a different direction they became very upset. Katurah Waye had received the messages and the member has threatened to no longer provide sponsorship to the MQHA. This incident was raised to keep the board of directors informed and to provide an example of how we will be unable to keep everyone happy all of the time. We can only work to help serve the majority of the members to the best of our abilities.

The website will be updated with the AQHA affiliate mission statement, which will allow us to continue our AQHA affiliate status, and with our current board of directors listing. Contact information for the board of directors will be the MQHA email address.

The CQHA will be sending us information sometime in March regarding potential funding available for the youth.

Marg Tanner has reached out regarding the Region 6 board of directors and the two representative positions the maritime region has on the board. The two most current listed representatives are Lynn Keith and Derek Hanscome. There has been no details yet as to what the board positions entail. Derek has expressed his willingness to stay on the board and Liane Nelson is willing to be the 2nd maritime region representative. Motion to have Liane Nelson and Derek Hanscome be the maritime region representatives on the R6 board was made by Shandi Dryden, seconded by Katurah Waye. Motion carried.

- Jonathan Melong provided the Treasure's report. (See the attached Draft MQHA Budget 2023 Some highlighted points include how the expenses before any shows and our total revenue are almost even, which means that losing money at the shows equals losing money in our account. Last year the MQHA lost approximately \$13,000.

Template budgets for each committee were provided for the committees to follow. Each committee is being asked to make their own budget that will break even and then present it to the board of directors for approval.

Shannon Boyce clarified one item on the Year End Award budget template for 2022, raising the point that the live auction held at the AGM was a fundraiser organized by the 2022 Year End Awards committee to offset the increased costs of the venue and the year end awards. When the \$4605.23 is added to the Revenue side of the Year-End Awards the total cost to the MQHA of the year end awards and banquet for 2022 was \$1082.66. She also discussed how the MQHA paid Mary Anne Guathier \$5120.00 in 2021 for year end prizes alone, without a banquet. Total prizes for 2022 were \$5106.96 which averaged \$24.68 per class award and \$70.70 per division award (which were the belt buckles), which came in under budget to what was agreed upon by the 2022 board of directors (\$6245). Jonathan Melong said the Year End Awards committee could incorporate proposed auction revenue into their budget if they wish to have another auction this year, using the 2022 numbers as a guide.

Review of the show committee budget template garnered discussion around some proposed ways to help save money. One suggestion was to look into VRBO or AirBNB rentals for the show staff, rather than paying for hotels. It was noted that Beth and Rose did share a hotel room last year to help save on expenses. Another suggestion was for trainers to donate lunches to the show staff. Doug Perkins asked why the 2022 Summer Sizzler cost approximately \$2500 more than the other 2 shows. The reason was unknown and the point was raised that PLP does not provide contracts even though Leah Currie and Katurah Waye asked for one last year. PLP is unwilling to provide one and say they don't do that for any other organization that rents their facility. The MQHA gets a bill at the end of the show. The PLP facility rates are listed on their website. Adding the ranch riding classes and some reining classes may help to increase our horse numbers.

The sponsorship contest is underway. Shandi Dryden discussed how there are only so many futurities for sponsors to donate to, at which point that sponsorship money is needed to help operate the MQHA. Lacey Fisher mentioned that some other organizations require at least 10% of each sponsorship to enter the general funds of the organization. Shandi Dryden also raised the point that sponsors may be able to donate Air Miles to help pay for flights for judges.

The current banking fees were discussed. Every time we send funds it costs \$1.00 per e-transfer and \$1.50 per direct deposit. Jonathan Melong will ask the current Scotiabank account manager if there are any other account options which may serve us better, with less fees.

The cost of the storage locker was examined. Although the locker is only lightly used in the winter it is heavily used in the summer. Last summer it was very full of donated items that were used for prizes and given to exhibitors. It is unknown if the storage locker has a monthly or yearly contract and whether it would be easy to get another for the summer if the board opted to not pay for one throughout the winter months.

Committees are to meet within the next couple of weeks to develop their budgets and will bring those budgets to the next board of directors meeting for review and approval. Jonathan Melong mentioned that he is open to answer any questions and to help committees develop their budgets. Budgets must be approved by the board.

A motion to approve the treasurer's report as presented was made by Shannon Boyce and seconded by Shandi Dryden. Motion carried.

Jonathan Melong reached out to Thiel Greene, Chartered Profession Accountants, regarding working with our not-for-profit organization. The GST and HST, which will be due in March, is approximately \$4400. The accountant strongly recommends we start submitting T2 forms. Accounting fees to work with Thiel Greene, including submitting T2 forms, will be approximately \$750. Jonathan Melong put forward a motion to approve \$750 for accounting fees. The motion was seconded by Lacey Fisher. Motion carried.

5. Committee Reports

A. Equine Review Committee Report- Presented by Liane Nelson. See attached report.

B. Show Committee Report- Presented by Leak Currie. See attached report.

C. Youth Committee Report- Presented by Lacey Fisher.

- The MQHYA have had their AGM and the executive has been elected. Lacey will post on our social media soon.
- The youth have created a list to bring to the board of what fundraisers they would like to do. These fundraisers are to be approved when the committee reports are approved. See attached report.
- The youth stayed within their budget for 2022.
- In 2022 the NYATT youth received the most funds. This year they would like to have more events that would benefit all of the MQHYA youth.
- The last youth clinic was in November of 2018. They would like to have another clinic this year and are looking at May 6-7th, 2023 as the dates.

Lacey Fisher made a motion to use \$5,000 from the youth account for a youth clinic within the next 12 months. Shandi Dryden seconded the motion. Motion carried.

D. Communications Committee Report- Presented by Katurah Waye.

- The communications committee would like to add Square to the MQHA website, which would allow our members to pay by credit card. The added cost for each transaction (the fees charged to MQHA) could be added to the invoice of the member so they cover the additional costs for the convenience of paying by credit card. Square sends reports/receipts that can be forwarded to Jonathan Melong. MQHA already has a Square account. The fees are suspected to be around 2.5 to 3% of the invoice cost.

E. Fundraising/ Sponsorship Committee- Presented by Katurah Waye. See attached report.

F. Membership Committee- Present by Shannon Boyce. See attached report.

- A motion was made by Shandi Dryden to keep the 2023 Membership fees the same as the 2022 Membership fees. The motion was seconded by Leah Currie. Motion carried.
- A motion to have a single membership included with financial sponsorship (not product sponsorship) as per the sponsorship categories was made by Katurah Waye. The motion was seconded by Jonathan Melong. Motion carried.
- A motion to create a life-time membership option, with a 2023 fee of \$300, was made by Shannon Boyce and seconded by Katurah Waye. The motion carried with 8 in favour and 3 against by an oral vote.

G. Social Committee- A committee still needs to be formed. No report.

H. Year-end Awards Committee- Currently being organized. No report.

I. By-law Review Committee- A committee still needs to be formed. No report.

A motion was made by Shandi Dryden to approve the committee reports. Seconded by Jonathan Melong. Motion carried.

6. Business for action from the previous agenda was discussed. The BOD agreed FaceBook messenger seemed to be working well for communicating amongst the board and it was agreed that we do not need to add Microsoft Sharepoint. SAGE, the accounting software, has been purchased. The accountants have agreed that our fiscal year-end should be the end of September and not the end of December. It was also discussed, and agreed upon, that all product donations should be inventoried and recorded when they are given as prizes to our members.

Jonathan Melong put forward a motion to work with the accountants to change the MQHA fiscal year end to the end of September. Shandi Dryden seconded the motion. Motion carried.

7. A date for the next board meeting was set for Thursday, March 9th, 2023 at 7:00 pm.
8. Motion to adjourn meeting at 9:24 pm- Shandi Dryden

MQHA Budget 2023

	2022	Projected 2023
Revenues		
Membership	2505	2500
Sponsorship	22066.01	24000
Equine Review	4616.14	5000
Auction	4605.23	4500
Total	33792.38	36000
Expenses		
Insurance	-1179	-1200
American Quarter Horse Association Drug Testing	-1654.41	-1650
American Quarter Horse Association Show Approval Fees	-4291.57	-4300
Show Administration Fee (AQHA)	-1924.9	-2000
AQHA Show Manager Fee	-71.88	-75
Paint Fees	-237.9	-250
Website	-686.55	-700
Bank Charges	-1020.38	-1000
Legal/Accounting Fees	-757	-1100
Storage Fees	-1000	-1200
Show Ribbons	-3590.76	-4000
Show Prizes	-5585.86	-4000
Banners	-599.99	-600
Office/Mailing Expenses	-2000	-1500
Canada Day Classic	-2586.54	-2500
Summer Sizzler	-5098.73	-2500
Fall Classic	-2781.93	-2500
Social	-177.97	-500
Horse Show Tracker	-500	0
Year End Awards	-5500	-5000
CRA HST/GST	-5120	-4000
Clothing	-512.96	0
Zoom	-220	0
Total	-47098.33	-40575
Overall	-13305.95	-4575

2022 Show Expenses				
Show 1 Expenses				
Facility Fees	13561.66			
Judges	12103.07			
Futurity Payout	3491.18			
Staff Expenses	6151.72			
Overall Expenses	35307.63			
Show 1 Revenue				
Show Revenue	13972.71			
Stall Revenues	8155			
Camping Revenues	3905			
Futurity Sponsors	2350			
Futurity Entries	2438.38			
Class Fees Collected	1900			
Overall Revenues	32721.09			
Net Gain/Loss	-2586.54			
Show 2 Expenses				
Facility Fees	17463.76			
Judges	13407.44			
Futurity Payout	5034.63			
Staff Expenses	8409.44			
Overall Expenses	44315.27			
Show 2 Revenue				
Show Revenue	15061.47			
Stall Revenues	10826.2			
Camping Revenues	4490.65			
Futurity Sponsors	2350			
Futurity Entries	3476.22			
Class Fees Collected	3012			
Overall Revenues	39216.54			
Net Gain/Loss	-5098.73			
Show 3 Expenses				
Facility Fees	5102.71			
Judges	6497.45			
Futurity Payout	5205.06			
Staff Expenses	3504.73			
Overall expenses	20309.95			
Show 3 Revenue				
Show Revenue	5218.62			
Stall Revenues	5411.74			

Camping Revenues	1725			
Futurity Sponsors	2350			
Futurity Entries	1282.66			
Class Fees Collected	1540			
Overall Revenues	17528.02			
Net Gain/Loss	-2781.93			

Equine Review Committee Report

- Vendors who reached out via email for more info have been sent a copy of the revised vendor signup sheet (revised in the sense that prices this year do not include HST- I'm attaching it here in case anyone wants a copy)
- We are working to firm up a clinician- hoping for a combination of Charlie and Jocelyn- looking at a fee of \$550-575 if both can come and a reduced amount if only Jocelyn is available
- Deborah Spilman looking in to a taping clinic and mindset coach seminar
- Also looking in to option for an intro to reining/cattle work demonstration or clinic
- Ray and Shirley are interested in organizing and hosting the MQHA table

Show Committee Report
Prepared for Feb. 2/2023 Board Meeting

- * We have had two committee meetings so far and have made some good progress
- * We have approved all three dates for our 2023 shows
 - Canada Day Classic June 30th - July 3rd
 - Summer Sizzler July 30th - August 2nd
 - Fall Classic Sept 4th - 5th
- * Our class lists this year will include All Breed in hopes of drawing in new competitors
 - We decided to go this route for this year as the entries for paints against the office fees for APHA didn't warrant us offering APHA classes
 - AQHA competitors will not be allowed to show in these classes as they are considered entry-level and are to encourage new competitors to join our association
- * We have also added a full slate of Ranch classes
 - Included are: ranch riding, ranch trail, ranch rail, and ranch conformation
 - We are hoping to appeal to the large numbers of ranch riders as the discipline grows
 - All of these classes will also be offered in All Breed form as well as AQHA
- * We released a new sponsorship competition to include amateurs this year
 - The details can be found on our FB page but the just is that each person who raises \$1,500.00 in sponsorships gets one free stall at a show. The youth are still competing to see who can raise the most money and win a free weekend fee.
- * We are still working on our futurity list but are excited for what we are going to offer this year
 - Non-pro Trot for Cash & Walk/Trot for Cash
 - Offering more amateur futurities this year
 - Offering non-pro awards in all open futurities to encourage non-pros to participate in them
 - In the works of offering a Ranch Riding Futurity
 - In talks with the NB Codiac Reining Association to offer an open Reining Derby - hoping to make this an evening event to draw competitors and viewers
- * This year it will be a requirement for all AQHA competitors to hold a MQHA membership to show
 - This way we will avoid all the issues we had last year with year end awards and save face with our membership
 - In order to show in the futurities, All Breed competitors will also have to hold an MQHA membership
- * Trailer bookings for each show will be based off the bookings we had for the 2022 Summer Sizzler, as that was our greatest attended show last year
 - People will be contacted and given the opportunity to book their trailer spot from last year - there will be a deadline and if a deposit is not received before then the spot will go up for first-come-first-serve
 - We thought this was the best option to satisfy as many people as possible while giving our loyal members the chance to reserve the spots they typically use
 - Best attempts will be made to keep barn members together, as we all understand being with your barn family is half the fun of showing
 - Once the deadline has passed booking will open up on a first-come-first-serve basis
 - We have found a company that is willing to travel to the show grounds to pump out septic tanks to eliminate the issue of having a limited number of full-service hookups - people who use this service are to pay the company directly to avoid any costs associated falling to MQHA. We will set up a block of time in the evening of one day at the show for people to sign up to get their tank pumped.

- * Rose has secured all but one of our judges for the year! She reached out to him Feb. 1st/2023 to confirm.
 - > She has also graciously provided us with show budget she has prepared
 - > It does not include the cost of PLP because we are only charged stall rental and it is hard to predict the number of stalls per show

Items that need to be discussed during this board meeting:

- * Raising the price of the futurity entry fees - we are the cheapest entry fee for money classes around
- * AQHA has raised the judged fee by \$2.00 USD - we need to compensate for this in our show entry fees
- * Prices of full-service trailer hookups vs. Semi-service - should we increase these fees? Should we add on a fee for organizing the septic pumping? We are only making \$0.74/night on semi-service and \$1.96/night on full-service
- * Offering year-end awards for All Breed competitors - we think we should offer hi-points and reserves at shows

MQHYA Youth Fundraisers 2023

Used Tack – host at Equine Review, last year profit was \$1600, youth and parents assist

50/50 board - \$5 per square – 1 board available for sale at ER - \$250 profit – Lacey to provide and it will sit at used tack

Haala Jeans – 1 pair of Haala jeans have been donated– we can sell tickets on jeans at equine review. Last year profit was (profit last year was \$150)

Raffle basket – donated items – tickets \$2 each and 3 tickets for \$5.00/ A parent managing this a-z- tickets will only sell at ER and draw will happen at ER. (hoping profit is around \$300)

Duck Race – start selling the 100 ducks at ER, finish selling by the Canada day show. Race will be July 6 in Havelock NB. Ducks are \$25 each (profit \$1500)

Potential income from youth fundraising - \$3800

This income covers NYATT jackets & embroidering for participating youth, NYATT entry fees, sponsorship to youth attending based on MQHYA NYATT requirements, youth general account for anything educational they would like to host.

Sponsorship Committee February 2 2023

Chair Katurah Waye

Liane Nelson

Kristi St-Hilaire

Barry MacEachern

Kim Artz

Jennifer Ehrenfeld-Poole

Jonathan Melong

Rikki-Leigh Humphreys

Sponsorship

- Over 200 companies contacted so far
- \$5600 in monetary sponsorships currently promised
- \$2000 of that has been deposited into MQHA account
- Lots of product donations promised thus far
- Some 2022 product sponsors have declined
- Multiple businesses want to sponsor but their yearend isn't till end of March – will contact them in April

Fundraising

- Wine Survivor – To be held at the Canada Day Classic. Everyone brings a bottle of wine and \$20.00, whoever participates gets their name into a draw and the person who gets their name drawn takes home all the wine. MQHA keeps the cash to go into the MQHA account
- 50/50 Draw – Kristi St-Hilaire
- Kim Artz working on a weekend package from Tidal Bore Rafting Adventures

Water

- Have contacted multiple bottled water companies for donations to provide our competitors with water at each show

Show Booklet

- Would like to make a show booklet for each show. Kristi St-Hilaire has offered to contact some printers for us for a donation

BBQ

- Looking into sponsors for hot dogs & hamburgers to provide competitors on move in day for the Canada Day Classic and the Summer Sizzler

Membership Committee

1. Accurate, user-friendly, accessible way to obtain and track memberships.

Wix Membership Plug-in	Uplifter Inc	Google Sheets
Our current website	Membership management software	Saves automatically in real-time
\$35/month if website is "Pro"	\$29/month + 1% of revenue	Free
Up to 500 members	Rose uses for skating	Jotform Online Form to send in
		Have to cross reference e-mail and e-transfers

Google sheets is the cheapest option and there does not appear to be room in the budget for other options for this year. Jonathan Melong has been keep track of paid membership fees and we can cross reference our membership list with his for accuracy.

2. Request access to the email account to be able to track memberships. Granted
3. Credit card payment option using Square. Pass fee along to the member.
4. 2023 Membership fees (2022 Single \$30, Youth \$5, Family \$40)
5. Membership fees will be added to the show bill for people who aren't members yet. Rules must be very clear for AQHA classes, all-breed classes and futurities.
6. Sending out membership cards seems to be an added expense for the MQHA and it is time consuming. A digital membership card may be an option.
7. Addition of lifetime membership category? Price to charge?