

September 22, 2014

Andy Roberts gives the invocation

President Walker: calls the meeting to order and role is called

Jamie Lawrence – Here

Ronnie Hooker – Here

Tim Tohler – Here

Fred McRoy – Here

Andy Roberts – Here

Mike Etheridge – Here

Chris walker – Here

Tonya Parsons – Here

Kelly France – Here

Darlene Harris – Here

Jim Morris – Here

Judy Jones – Here

Kimberly Coult – Here

President Walker: Thank you for being here

Motion made to excuse Eddie barrow

Second made

All in favor say aye. The motion carries as submitted

Motion made to excuse Kelly from last meeting, second is made, all in favor say aye. Motion carries as submitted

President Walker: You all have the minutes in front of you if you will look those over please.

Motion made to accept the minutes presented, second made all in favor say aye, motion carries as presented.

Darlene Harris: presents the treasures report, and asks Melisa if there are any show expenses that are not listed as the report shows.

Melisa Taylor: Yes there are, Checks have been written for all expenses but they are dated for the 28th. I will give my report now if that's ok so you all know the correct numbers.

Last year at this date we have 464 entries

This year at this date we have 409 entries so we are down.

We have 58 Box seats

43 Camper spots

554 Stalls

I did not look at the comparison to last year but it's awful.

I don't have the number of stalls exactly that we are off. But looking at the difference in money we are down about 100 stalls for the year between fall and spring.

President Walker: Any other questions or comments on the treasurers report?

Page 2 the \$4000 balance, the committee chairman fees what are those for? Winter meetings, promotions, booth expenses, ordering trophies, sponsorships, awards for winter meetings, conference calls, trainer's association \$275 sponsorship

We are about \$8,600 over on computer systems expenses but that is explainable, we are also way over on postage but that is due to the mail outs we have sent, printing can be attributed to that as well. Travel and gas I think was the trip to Washington, we are up \$7,600 up on commission from 0.

That came from last year we approved the commission to Melisa, and that was really last year's expense, but it doesn't get written until Feb.

Why haven't we had any sales tax expense this year?

We will after the show, we don't have a lot of sales tax, if I understand correctly with the state of Alabama it has to do with the Championship Circles, but we don't sell a product so there isn't a lot of sales tax expense.

Well is \$1,464 from last year, so it will probably be around that after the show, from box seats and championship circle.

Why is the entry fee so off from last year?

Because not all the information is put in as of right now, we are still putting in entries and winnings. The system is different this year than it was last year.

How does the HIO affect this bottom line here?

We moved \$15,000 last year, at the end of the year they put \$10,000 back the PNL right now is sitting at a -\$12,000 we have not paid them for this show yet, and they are carrying a balance in their checking account of \$8,624.

So we owe the breeders \$5,000 and we have \$8,000 or so in the account so, we are close to breaking even and I know a few of the shows have not paid them yet, and they have a few more shows this year.

We talked about in August what is the worth to us to have this, right now we are charging \$3 a horse, the next one from us is \$6. So we need to look at changing that.

Also the salary for her, when it's broken down we are basically using her time with the breeders to make up that difference. So we are basically breaking even.

We have a motion to accept the financial report, and we have a second to that motion, all in favor to pass the financial report say Aye. The motion passes as presented.

The HIO, I think if we give it another year it will grow a lot, it has been discussed in several Alabama Walking horse Association meetings, to go with that, it was real close to going for the Jubilee, they wanted to wait until next year and then incorporate it into all the Alabama walking horse shows, and the simple fact is its costing them \$25 a horse for SHOW.

I think she has had 10 shows so far and lots of phone calls and for starting out that are really good, we wanted to keep it to where we could

keep it under control. Judy has talked to me about it, the people in North and South Carolina isn't very happy that we aren't closer to them so they can use us. But we will grow, over all I am hearing a lot of talk that it is about to be used more and more, but we can't sell our product equal to or less than what's its cost.

When are we going to add more DQP's? At our next clinic, but we have to be selective as to who we let in, it's just like our judges there are good and bad and we have to be careful as to who we let in.

While we are talking about the HIO and waiting let me ask a question, Our HIO follows the same rules as all of them, why is ours so much different in some things like, interpretations of things, for instance, last night I got hit with this acceptable/ unacceptable thing.

President Walker: Well they are probably talking about the unacceptable ticket that we have come up with. Heart of American actually came up with it, we just decided to use it as well, it's called an Unacceptable ticket and its really nothing more than a warning, if someone comes up rather than just saying go back to the barn or writing you a ticket they can write this unacceptable ticket and it doesn't go on their record it just gives you more of a record in case the government comes back on us and tries to figure out why we didn't give any tickets. Secondly it plants a little more in the mind of the exhibitor this is more than just a warning. So far the government is accepting that.

Moving on to old business, we have the rule book Tim was going to check on some things for us.

Tim Tohler: Yes I have talked to Sara Beth, on whether she would be interested in taking on the legal review of a revisionment for our rule book, she said she would be interested in it, her fee is \$125 an hour, but she would negotiate with us if we want to do that. She doesn't know how long it would take until she takes a closer look at the scope of the job.

Let me see if I understand this right, we are going to redo this, for instance we are going to critique it, then send to her?

I think the idea is that we will put together a small committee of 3-5 and then we will put everything together as much as we can, as far as we can take it and then we would pass it on to someone like Sara Beth, and she would be looking at the legal ramifications only she wouldn't be looking at the details such as model class does this, etc. she is only going to look at litigable stuff. By laws and rules, and such I think we are looking at 40 to 80 hours because she is only looking at legal side we aren't asking her to look at, is the shoe size right in pleasure racking. We will be asking where our liabilities are, where we are open and where our issues from a legal standpoint are, how do we look from that side. If this pleases the board she will be here Wednesday and we can talk to her.

Darlene Harris: made a motion to hire Sara Beth Gregory and Chris Walker and Tim Tohler to negotiate payment up to \$5,000, at which time we should exceed that amount it must be brought back to the board, for approval.

We have a second for the motion.

Roll call vote

Jamie Lawrence – Yes

Ronnie Hooker– Yes

Tim Tohler– Yes

Fred McRoy– Yes

Andy Roberts– Yes

Mike Etheridge– Yes

Chris Walker– Yes

Tonya Parsons– Yes

Kelly France– Yes

Darlene Harris– Yes

Jim Morris– Yes

Judy Jones- No

Kimberly Coult– Yes

Motion carries as submitted

We now need to set up a committee for this, who, how many does it need to be from within this room or can we recruit from outside this room to do this.

I think we need to work with one section at a time. Like I would put these 2 on section one, these 2 on section 2 and so on, we need to divide the book up, because it is overwhelming if you go to do the entire book, you are going to burn everyone out.

President Walker: The only way I see that working would be if you gave someone the pleasure side of it. And give it to a group that knows pleasure, because I would personally be lost in some of that, so I could see dividing it that way. Other than that I would be very careful dividing it any other way because there is so much that overlaps. We just need to figure out who is strong in this area and who is strong in another. So have that in mind as we select a committee. So with that in mind is there any thought as to who needs to be in those committees.

Darlene, Ronnie, Jim Morris, Jim Roberts,

They have suggested and talked about the model class has been omitted it says model class but there is not verbiage underneath, that says what to do about the model class, 11.11 it has already caused some issues but if we could have a motion that we simply take the most recent model class paragraph and as a result of an omission it got left out, can we just make a motion to have that put in to the new book.

Melisa: Reading from a past rule book, Model Classes are to be shown in bridle only horses shall be led into the ring and parked for judging, entry is to be judged mainly on confirmation and condition, conditioning in any transmittable weaknesses or unsoundness must be severely penalized, a whip in length up to 3 feet maybe used horses must be well mannered or be excused from the ring. Tack and exhibitors apparel shall be either English or western, but not a combination of both.

With all that said can we have a motion to take that paragraph?

Kelly: I will make a motion to move the paragraph to the new book. Ronnie - I will second that motion.

So we have a motion and a second all in favor say yes. All opposed say No, motion carries as submitted.

Back to the committee for the rule book, Ronnie Hooker, Darlene Harris, Jim Morris, Jim Roberts, Chris Walker, do I hear any motions.

Kelly: I make a motion that the group of people listed make up the committee and if you need anyone else you can bring them in to help as well.

Jamie: I second the motion

All in favor say yes, any opposed say no, the motion carries.

Chris: Show chairman, we brought that up at the past meeting and we need to address some issues beyond that meeting to today.

Melisa and I talked about it, and the issues involved with that.

I called Julie and left a message and also emailed her I haven't heard back from her about that.

I spoke to Mack about it and asked him about the shows outside Germantown and everything and he said that you have to know what more was involved with it and who was sponsoring and who would gather sponsors.

Chris and your thoughts?

With that said Melisa handles all the sponsors and everything, Melisa and I were talking and her thing kind of overlaps, and that's what the concern was its not that she doesn't want to do it, well you tell them.

Melisa: What I was telling him was its just like an issues we had earlier this week about barnhill rule changes and that kind of thing that's where I am getting stuck, that's what I feel is not my job. I was asked to type up something and I said No I'm not going to do that because this is what I am supposed to be doing that should have already been taken care of or it should have already been through the board, because I already have too much to do at certain times, it puts a lot of pressure on me y'all already know that. The place where I have a problem is for instance Mr. Walker and I are standing and we have a protest, and Chris looked at me and well fine that is my job as show chairman, so we do have a slight protest, but what happens is when I get really bogged down I don't have

time to shake the politician's hand and get out amongst everyone, and I have had a lot more opportunity for that this time, Channel 48 showed up last minute the other day and we were able to do a TV Spot and it's all turned out fine but when I get in a bind is where sometimes the responsibility gets way past show chairman's responsibilities.

(That's where the executive director's hat comes out)

And I understand that I have put myself in that position and I have stepped out there and I have tried to gather myself up and get back to where I belong.

Do you have an outline for your job? I mean, what is your job? Ok well what does the show chairman do?

When you care for an industry and you strive to do well and everyone in this room understands this because you love this industry or you wouldn't be in here. You know that something has to be done, and you know the next step that it takes to get it done and if it isn't done, it will be brought to you all and then it will be delegated back to you to do.

Chris: One of the issues, that I can see from the outside in, is to be a good delegate you have to be able to let go, and because she cares so much she tried to keep her hands involved. To give you one example the DQP's called me out to the station the other night and I went and two or three hours later I was back in the office, and she asked me what did the DQP's want, and I said "It's none of your business, there you go again, they call me out there to ask me some questions and you don't need to know." And so there again Melisa and this board we need to work on that, if we don't change anything we need to change that.

Melisa: I have backed off a little more

Chris: Yes you have and I think that's why this show is going a little better for you, you have backed off and let them handle it. She has told me no more in the past few weeks than she has in the past which I appreciate. And she has told others no as well.

We just need to continue to work on delegation.

That goes back to time management she is going to have to figure out what part of her job is most important. What time away from the show can you shake the hands of the politicians and delegate time away from the show, and then delegate the time needed for the show.

Melisa: But most of the times if you are shaking their hands away from the show they want to see you at the show as well.

You have to remember that when we discussed this a long time ago, about Melisa being the Show chairman we thought that would be a problem because it would put too much on her, and you can't just pile stuff, and I don't think people realize what it takes to put on horse show not just the hiring everyone but the sponsors, and for center ring all the officials the ribbons the trophies. Before we had a show chairman that did all that, and handled all of the problems that arose, but now Melisa is handling all of that and her job.

I'm sure if you sat down and looked at it you would see that there are a certain number of hours that you accumulate as a show chairman has anyone ever sat down to dissect what that is, and how many hours of her time does that take, and that's what we need to know is she getting bogged down focusing on the wrong hours at the wrong time. That would come from having some sort of a business plan, that during these off months you're doing these things, and then that would give you time to focus on the months of the shows stuff, during those times, true she probably isn't going to worry about a contract for an announcer during January.

Melisa: I think we are ok on that you have to remember the staff that you have now have only been with us for 2 years now. So now we are beginning to have those schedules like you're talking about.

Darlene Harris: Do we need to do more delegation in the office?

Melisa Taylor: Like what?

Darlene Harris: Helping assisting you with some of these contracts and things like that and making sure that they get out at proper times. Is there a calendar that we could put together showing this month this needs to

go out and this month this needs to happen, and could we use Mika for things.

Melisa: we already have one, and they do assist. Mika does a lot of different things for instance She does the 4th Grade Education Program, because I can't cut loose two more people, I need to be able to what I need to do, so she is in charge of that program. For instance I have told them I want a procedure book to bring in front of the board on the 22nd I want them to look at it. So they showed me what they had, and I said what about this and this and this and they said well that is really simple to do, and I told them it's the simple things that they have no idea what you do, you have to put everything I this book. So as soon as the show is over and the show is something that they will put in there, they will be putting together, something extremely detailed so we can make stride so we can catch up to where these other horse industries have been way ahead of us. We are getting the right people in here now to get things changed and done. We are making changes every day to look more modern.

Chris: Everything is starting to come together but am I hearing you say that now that it's together you can handle it or you still need a show manager.

Melisa: What you're hearing me say is that I have eased up and it's flowing ok. My main problem during the show is what we have said from the very beginning, for instance a lady came to me last night and she has an issue and gave me money to sponsor stuff, so she expects this to be taken care of.

We just need to get Melisa out of the Show Chairman position. Someone else needs to take the title, and it doesn't need be Melisa who is taking their money away from them and then calling and asking for money later on.

But as far as getting the ribbons together, there is no problem.

Member: As far as history we goes we have put someone in the office and said you do this and this ... and then kept piling and piling and piling and then when stop and say well why haven't you done this,

everything starts falling apart, a person can only do so much and then things starts falling apart and we have done that time and again.

Chris: So with Show chairman, if we just name a figure head, think about that for just a min, that person does need to have enough time on the grounds and this person needs to be available, to answer questions they have to be knowledge able and it has to be someone who can answer and do the work.

Member: I know when Kelly and I have been Show chairman, it's not the weeks before, it's just the one week, and that's it. You have to be able to talk to those people ease them down and handle everything.

Chris: With that being said you or Kelly don't want to be sitting in that office all day every day, and who ever we get to do this needs to pretty much commit that. And I am NOT going to do it lets go ahead and put that out there I am not going to do that position.

Member: I know that when Kelly and I have both held that position, I have stayed out on these ground from day light until dark, and you always have to be available to them.

Member: You're not going to find someone to just say oh let me do that please. But we can't afford to pay someone

Chris: Could you not do it like a show official you pay a show official x amount of dollars and it's not enough in some cases, but in my opinion we pay the judges what \$1,500.

Member: Well that's a good idea, we only have 3 judges out there and then take the other 2 judges salary and pay the show chairman.

Member: We also need to make a rule that when judges go out there they leave cell phones in this office

Chris: Well I collect them each night before they go out, have you seen some out there? NO ONE should have a phone or anything out there.

Anyway show chairman do we pay them like a show official?

Darlene: Do you pay them for just the week or are you saying you have to come in the office?

Chris: I am just talking about for the time we are here, Just like Judy and Kelly did.

Discussion how much will it help to do this

Chris: What Melisa will have to do is the same thing I had to do last night, when someone comes to you with a problem simply say no, This is who you talk to I can't help you.

Are we going to do anything about the Show Chairman?

Is there one of the girls in the office that is working part time, that has the capabilities of being a show chairman, and working extra hours that week for compensation because they are part time employees they are already employed, they know the flow of the system .

Melisa: No

Member: What about Mika

Melisa: No, she is not ready to do that.

Member: What about Mack Hess, he has been around for years have handled the bull and knows what is going on and he has a backbone.

Chris: Back to Jim's original thought, someone putting everything together other than the sponsorship, like the classes and the whole thing, now basically taking on the pressure of the rules and happenings of the week.

Member: Is Mack being paid already?

Melisa: He getting \$1000 for the full event

Member: We would be better off to give him more money ask him to do it, then hire someone new and pay them both. Who does he need to answer too. Melisa will still be the Show Manager, she will manage the event, and he will need to approve any major contract signing through Melisa.

Melisa: All Mack will be doing is appeasing the people and making sure that the rules are being followed.

Darlene: Ok that's what needs to be written as the job description so everyone knows exactly that. And then say we will give you an extra \$500 to do that much.

Chris: He will be giving information to the board and to the management so we know what is going on.

Jamie: Not to get off topic but there are a lot of complaints about this, but a lot of folks thinking that a lot of the excitement that keeps a show moving is your announcer

Melisa: You don't have to go there we understand

Member: the organist hasn't been pumped up.

Jamie: I hate to use the walking horse celebration as an example but they about had a disatrerous situation and their announcer took control and had the situation diffused. That was the best example I have ever seen of an announcer turning something like that around and redirecting a situation.

Darlene: I think Dallas has done a good job in the morning

Members: Gene has done a good job but he gets a little mouthy, and when everyone else is trying to do what they need to do, and he is come on come on come on, you can't win out there.

The Speaker system SUCKS! You can't hear anything; the arena needs to fix that sound system.

Andy makes a motion to speak to Mack Hess about being the Show Chairman to be negotiated up to an additional \$500, Kelly Seconds. All in favor say yes, all opposed say NO. Motion carries.

Taking a 5 minute break.

