

GAHA December 2019 Meeting Agenda

Date: December 11, 2019

Attendance:

Adrienne Briant	Y
Allison Mehta	
Angel Johns-Stoor	
Ashley Doyal	
Connie Green	Y
Dale Brown	
Deanna Kaminski	Y
Jessica Gilker	Y
Kathy Gilker	Y
Kathy Hedgepeth	Y
Laura Gordon	Y
Mary Kate Allen	
Missy Snyder	
Nancy Smith	Y
Pagan Gilman	Y
Robin Chisolm-Seymour	Y
Serena Doyal	
Susan White	Y
Mike Moak	Y
Shannon Thomason	Y
Lisa Simpson	Y
Joan Aronson	Y
Lacey Halstead	Y

Call to Order: Pagan Gilman

Establish Quorum: Established

New Business:

- Nominations : need to be mailed to membership before 12/25
- 501C3 update: At one time GAHA was a 501C3, canceled in 2011 for non-payment
 - To reapply is \$650: Pagan & KathyH to team up to go through the forms/legwork
 - Do not have to pay back-fees
 - 501C3 allows for tax-deductible donations
 - Need calendar note for payment of 501C3 renewal each year

Old Business :

- Convention
 - Mike Moak & Pagan attended: GAHA won \$500 for Club of the Year for Special Projects
 - We need to fill out form after every event to qualify for additional awards!
 - 2020 Convention is in Reno, NV - mid November

Treasurer's Report: Susan White

- \$18,270.75 - Overall Balance
 - \$1435.39 - High Point

Committee Reports:

Membership: Shannon Thomason

- Encouraging people to gain membership via AHA
- 7 new member requests
- Lisa Simpson joining the Membership Committee
- 131 1 yr members
- 11 lifetime members
- 24 youth members
- Calendarizing membership will make it easier to send reminders - so possibly moving to a calendarized system

Sponsorship: Kathy Hedgepeth

- Funnel sponsorship inquiries directly to Kathy
- Media Campaign for sponsorship is working!
- Lisa Simpson & Pagan to assist

Youth: Angel, Shannon Jett, or Fran, etc.

- Fran Nicholson organizing a youth pizza & ice cream social for January in Alpharetta

Frequent Rider: Angel Johns

- No report

High Point : Connie Green

- 60 Entries
 - Was 65 last year, highest-ever was 66 entries
- To send list of award names to Pagan & Laura G. in the next week

WWW & GAHA Gives Back: Adrienne Briant

- A few people have reached out & would like to host a WWW in the coming year
 - As long as we are not pouring/selling alcohol, GAHA has no liability for participants

Communications: Jessica Gilker (see below)

Calendar: Nancy Smith

- December 25, 2019: DUE GAHA Frequent Rider Submissions
- January 20, 2020: Deadline to sign up for Luncheon
- January 25, 2020: GAHA Annual Meeting & Awards Luncheon
- March 2020
 - Start reminders to get membership counts for AHA
 - Start reminders for GAHA Youth Essay Contest (if we are sponsoring a contest)
 - Start thinking about a Region 12 booth/club events for Region 12
 - March 14, 2020: GAHA Ranch and Trail Riding clinic

Communication: Jessica Gilker

- *Social Media:*
 - Official Facebook Organization Page - 3106 Likes & 3187 Followers (last month 2999 likes & 3075 followers)
 - Facebook Discussion Group - 1188 (last month 1175 members)
 - Instagram - 1017 Followers (last month 1010 followers)
- **GAHA Luncheon EventBrite** invites sent to: 443 people after Pagan created page. 4 tickets purchased so far. Ticket purchasing available on GAHA website & Facebook.

- **Membership Committee** please add new member emails to email newsletter list on bottom of homepage at www.georgia-arabian.com
- **Website:** Updated after every monthly conference call/meeting so send needed edits by Thursday (12/12) after meeting
 - New online sponsors sign up form on website
 - New online members sign up form on website
- *New Communication/Marketing TEAM for 2020:* Lacey Halstead, Amy Klemm, Kim Jackson, Jennifer Jones so far. Would love to add 2-3 more. Anyone good with Instagram or websites?
- Lacey Halstead is volunteering to write articles & member features
- Mailed newsletter in production by Associated Printing. Being mailed to 167 members
 - Bill came in a little higher than the estimate, \$52 over budget

Event Updates:

- **Meeting & Awards Luncheon, Jan. 25th:** Eventbrite page created so ticket purchase available. 19 silent auction donations so far. (see attached list)
 - Kim Jackson is working on a luncheon flyer
 - Pagan is receiving all the physical donations to her address.
 - Janine, Gabriele, Jessica, Kathy, & Megan will be setting up & making bid sheets. Anyone else would like to help will let us know.
 - Jessica & Megan are trying to share silent auction on social media as much as possible - please share the items if you like something!
 - Jessica & Megan invited 164 people (non-GAHA members) to donate silent auction items and become GAHA sponsors.
 - Unsold items can be held for auctions at club events
 - Volunteers for event set up or clean up so far: Connie, Angel, Jim, Barbara, Jamie, Kathy H, Adrienne, Serena, Deanna, Lyndsee, Shannon Mikulskis, Kathy Giker
 - Total value of donated items so far: **\$3007.00** per Silent Auction Form. (<https://forms.gle/2aniJhe8JM6vrodg8>)
- **Spring Trail Ride, May 16th:** Led by Missy Snyder. Sign up form completed & will go on website this week.
- **Intro to Ranch Riding & Trail Classes:** March 14th, at Deep Creek Arabians, Zebulon, GA. Susan White & Barbara Alder event hosts. Volunteer check in 8:45am. 9am check in. 10am start time- 4pm end time. Lunch at noon.
 - Need 2-4 people help need poles & obstacles 1-2 people to help with parking. Bring chairs.
 - Open to 8-10 horses and riders. Morning session for Trail and Afternoon session for Ranch.
 - Pagan to review pricing

- Megan was going to do flyers but now past the time she is available to so passing task to Lacey
- **Fall Trail Ride:** Adrienne moved date moved to September 12th so Mike Moak and cook out team can join. Previous date conflicted with Sport Horse Nationals. Sign up form completed & will go on website this week. Mike Jones may speak again during lunch
- **Katharina Huenermann** offered to host an event/fundraiser at her farm The Welcome Farm in Newnan, GA. Prefers June/July or October/November. Jos Sevriens (Dressage), Harrison Ford (Jumping - Hunter) and/or Werner Geven (Jumping - Eventing).
 - When would we want to do this?
 - What discipline would we like to focus on?
- **Janine Powell** is working on a WWW for Dunwoody, **Lisa Simpson** is working on one in Warner Robins at a winery
- Lisa Simpson (Warner Robins) & Gilkers (Milton/Alpharetta) offered their farms for events if someone wants to use/run/host GAHA fundraiser event there.

Youth:

- Fran is working on a youth event at the ART Barn. Sat 1/4/2020 @ 12:30-3:30. Per Fran *"Talk about Arabian horses, get AHA youth coloring sheets etc, and discuss and maybe generate interest in Youth Judging and Regional or GA teams. Fran will fully sponsor the event with Pizza and Ice Cream, with each kid will paint a horse"*. She will make a flyer & sponsor event with pizza
- Vote on GAHA Youth Ambassador Award proposal that Megan Thomas submitted. Board members please see proposal email sent on November 25th. Please select official award name everyone agrees on.
 - Plaque or framed certificate?
 - Money award directed toward a show or training grant?
 - Motion for dollar amount (KGilker) \$250 (seconded by Robin)
 - Vote: all agree. Motion Passes for \$250 for Youth Ambassador award for plaque, for show/competition, Youth Jamboree or Training.
 - Get this ready for early January so it can be promoted & communicated

GAHA Arabian Horse Ambassador Award

- Vote on 2019 Winner and notify Megan Thomas
 - Winning entry from Barb Adler for Lily
- Custom leather halter from Scheniders is \$82.98 plus \$9.99 shipping and she will do a frame with a certificate/award. Could GAHA BOD vote on supporting the award in 2020 for setting aside about \$115 for funding this award?
 - Motion to support \$115 for the award in 2020: Connie

- Motion seconded
- Connie, Kathy, Adrienne, Laura, Robin approved

Announcements:

Adjourn: 12:53 PM