

GAHA November 2019 Meeting Notes

Date: November 17, 2019

Attended:

Kathy Hedgepeth
Pagan Gilman
Jessica Gilker
Megan Gilker
Kathy Gilker
Janine Powell
Barb Adler
Connie Green
Fran Nicholson
Gabriele Pollmeier
Jim Warner
Joanie Aronson
Serena Doyal
Ashley Doyal
Robin Chisolm
Laura Gordon
Angel Johns
Adrienne Briant

Call to Order: Pagan Gilman

Establish Quorum: Quorum yes – 5/9. Board Members Missy and Allison not present.

Review minutes: A motion to approve the October meeting minutes was made by Connie Green, and seconded by Laura Gordon.

Treasurer's Report: Susan White

Overall Account Balance: \$17,120.75

High Point balance: \$1,155.39 . High Point Balance + \$280. Connie brought \$435.29 today

Committee Reports:

Membership: Shannon/Serena

Sponsorship: Kathy Hedgepeth

Youth: Deanna, Angel, Shannon Jett, etc.

Frequent Rider: Angel Johns (see below)

High Point : Connie Green

WWW: Adrienne Briant

Communications: Jessica Gilker (see below)

Calendar: Nancy Smith (see below)

Membership:

- Shannon taking over for Serena
- 165 GAHA/AHA Members: ADULT 1 YR - 86 / ADULT 3 YR - 46 / LIFETIME 11 / YOUTH 1 YR - 21

- GAHA Only - All renew Jan 1st.

Frequent Rider: Angel Johns

- 4 AHA riders enrolled and 9 Open riders (2 are kids under the age of 10).
- Big increase from 2018 when it first started- we had 4 riders but only 2 people turned in hours
- Doing well & hope to get more participants when more people understand the program!
- Angel is excited for everyone to see the awards present at luncheon so there's a better understanding of how the program works.

High Point: Connie Green

- High Point: 20 new entries, 59 total entries. 65 last year - Connie very pleased!
- High Point Balance + \$280. Connie brought \$435.29 today
- Connie will hunt down those who haven't submitted their points yet

Communications: Jessica Gilker

- Social Media:
 - Official Facebook Organization Page - 2999 Likes & 3075 Followers (last month 2969 followers)
 - Facebook Discussion Group - 1175 (last month 1085 members)
 - Instagram - 1010 Followers (last month 981 followers)
- GAHA Email Newsletter:
 - Total 372 subscribers (non-members & members. Last month 372)
 - Membership Committee please send Jessica new member emails so they can be added to the email list or you can add them on bottom of homepage yourself
 - Last Newsletter Sent on November 1, 2019
 - <https://www.georgia-arabian.com/so/57MuaAzIm>
 - Delivered to: 230 emails (98%) / Opened: 98 (42%) / Did Not Open: 132 / 5 Bounced
- Website: Updated after every monthly conference call/meeting so send needed edits by Thursday after meeting
- Need new team for 2020 (see under 2020 section)
- Georgia Arabian Horse Association Facebook PAGE – not a discussion group. Discussion group is simply that – for discussion between members, Please notify admins of any strange activity, supposed to be for positive discussion and networking

Sponsorships: Kathy has asked people personally. Contact those who you know in your circle - salons, landscape, fence companies, etc.

Calendar: Nancy Smith

- *November:*
 - 1/15: Deadline to submit points for GAHA High Point Program
 - 11/13-16: AHA Annual Convention
- *December:*
 - 12/1: Deadline to submit for GAHA Ambassador Award

- 12/25: Deadline to submit GAHA Frequent Rider Log
- *January:*
 - 1/25: 11:30am-2:30pm GAHA Awards & Meeting Luncheon and General Election

Banquet/Luncheon

- Need Event Committee: silent auction team, check in, set up & clean up
- Lost money last year due to food costs. Ticket cost up to \$15? Was \$12.
- ALL are invited - awards given for High Point, Frequent Rider, Volunteer, new GAHA Ambassador Award
- Webpage & Facebook event page created for event already. Need flyer
- Pagan to create EventBrite ticket purchase option
- Can still be at Talaria another year – very generous. NEED VOLUNTEERS
- Connie will help. Connie will set up at awards at 10AM. Someone else that can help her?
- Angel will help with check in – 11AM. Jim and Barbara – clean up. Jamie – clean up
- Silent Auction – Pagan stepped up for Silent Auction Committee head. Kathy & Megan set up. Jessica set up. Gabrielle G and Janine will help with SILENT AUCTION also. Jim will get Pruina/Nutrena to donate feed for raffle. Pagan will be point person. Jan 11th. Adrienne ran this silent auction last year. She said she would donate a halter and chest plate for luncheon paid raffle and help get more silent auction donations.
- LAURA GORDON WILL WRITE INVITATIONS to High Point Winners! And will send invitation to new members. Connie will send HIGH POINT LIST to Laura.
- \$15 this year. Cornbread and cavier will be the caterer. Will do Eventbrite for tickets – will set up this week
- Megan contacted over 150+ people asking for donations. Christine J. offered to donate a lesson and piece of artwork.

December Mailer to GAHA Members

- Need dates & locations ASAP for spring events & activities (have some already)
- Include programs' info & sign up deadlines for High Point, Frequent Rider, Ambassador Award
- Include summary of 2019 events/activities.
- Budget approved last meeting was \$250, if needed. Need to send Associated Printing info by Nov 19th & updated membership mailing list with addresses.

Recap 2019

- See chart for expenses & money paid out. Insurance, supplies, meals, clinicians, marketing, donations, etc.
- 2018 versus 2019
- Recapped, what was biggest cost & biggest income

AHA Convention

- Region changes possible. With decline numbers that was shocking. 18 to 6 Regions under review
- 245 delegates of 400 possible delegates attended
- Fairly quiet – not greatly disputed resolutions.

- Pagan to send further summary
- Key note speakers: Right Horse In. – REACH OUT!! AHA endorsing. Pagan liked the positive strategy

Region 12 Championship Numbers: 2017 - \$70,000 2018- 50,000 2019 - \$7,200 profit (only reason raised stall fees). Meyers, Ankerson, Cubbage, all gone. PRESENTED IDEA. Voluntary up to a certain point then mandatory. Future overall in jeopardy

GAHA Nominating Committee: Pagan wants to step down as President. Nominating committee working hard to pull in new folks

Insurance: The 7 Board Members present voted unanimously for insurance to cover Board of Directors against lawsuits. \$904 per year through Markel.

New Business for 2020:

GAHA Goals

- Promote the Arabian Horse (no horses = no members = no future for the breed)
 - The height of the Arabian breed generation of horses are now in their 20s. 2000 - 9,660 horses registered
 - Annual Purebred Arabian Horses Registered-
2019: 2,035 / 2018: 2,917 / 2017: 3,153 / 2016: 3,001 /
2015: 3,207
- Provide value to membership (GAHA members: 165)
- Provide low cost education to promote good horsemanship & horse care
- Bring together the equestrian community no matter the age, level, or discipline. Provide social outlet and networking opportunity for a strong community!

GAHA 2020 Member Survey

- Review results. 36 responses - 25 members
- If we ask for feedback, please respond. These are the only people that cared enough to reply – only 36 responses. 25 members. Sent 3 emails, on website/planning session RSVP, and on social media almost every day for over a week. If someone asks – why didn't you do XYZ.

Member Communication/Retention/Engagement

- Website, Newsletter, Social Media, Flyers, etc. - Budget, per event, outsource
- Membership Committee to help Shannon - who can help?
- **RETENTION:** Event leaders follow up after event. Thank attendees & invite to next event
- Need youth to get involved with Instagram and social. Need a new team 4-5 people otherwise website/newsletter/social media quotes are \$150-\$700 per month. Jessica and Megan will be stepping down.
- **Gabrielle G:** Suggested paid advertising on website. Would take more volunteer manpower or need to pay website developer for paid popup advertisements. Current

advertising is going through sponsorships. Sponsors already on main page of website and on the sponsorship pages.

New Programs & Events for 2020

- Who is willing to organize and host another fundraiser event? Try to plan 3-4 months in advance for large event, 1-2 month in advance for small events. Nothing last minute - this puts strains on everyone as all have full time jobs/daily responsibilities
- *Arabian Horse Month* is May. May 17th is "Meet An Arabian Horse Day". Meet an Arabian Horse Month is September. September 21st is "Meet An Arabian Horse Day". AHA will be pushing these months and probably offering financial incentives as well as awards.
- **GAHA Spring Trail Ride:** Missy selected May 16th at Ashland Farm, Walnut Grove, GA - just needs approval for date from Lucy at Ashland
- **GAHA Fall Trail Ride:** Adrienne selected Sept 26th at Don Carter State Park, Gainesville, GA
- **Youth Committee:** Angel, Shannon, Mary Kate, Kimberly, Fran, etc. put together ideas: for two youth contests, one youth/basics/beginners educational event, youth pizza party
 - *"Arabian Horses 101"/"Horses 101" mini seminar:* Grooming, Basic Horse Care, Horse Meet & Greets, demo of different disciplines (have tack out for display also), a fun hands-on activity/craft (*depends on length of event on what to/can fit in*)
 - *Two contests:* Photography or Art Contest with story (or description) & Social Media based Photo Contest for older youth?
 - Mary Kate Allen offered to donate two \$75 gift cards to Horse Town for contests. Deadlines TBD by GAHA Youth committee. Age divisions TBD by GAHA Youth Committee.
 - Youth committee going to get together, dates, locations, details for above. Minimum 3 months in advance to properly advertise and promote.
- **Region 12 Arabian & Half Arabian Championships, Perry, GA:** May 4-9, 2020
 - Organize, host and manage a GAHA or GAHA Youth Activity?
 - Host a GAHA Table/Booth at their stalls or in general at Regionals?
 - Possibly help do T.A.I.L. program on Saturday? Talk to Region 12 & Robert www.arabianhorses.org/additional/involved/activities/tail/ May is Arabian Horse month. If there is anyone interested in volunteering a horse and some time, please let us know. 21 page manual with tips to make this successful: www.arabianhorses.org/export/content.export/aha-docs/TAI_L_Manual.pdf
- **Region 12 Youth Jamboree, Clemson, SC, July 10-14:** There will be 3 days of free clinics and a two day AHA Value Show/Region 12 Show.
 - Could GAHA sponsor an auditor seat for a youth & their parent/guardian? Might help draw more knowledge and participation for YJ
 - Usually donate \$200-\$500 per year to help with t-shirts
- **GAHA Wine, Women, Whinnys** - Lisa Simpson volunteered to put one together in Macon/Warner Robins area. Jessica Gilker volunteered to put together one in Savannah area. Katharina Huenermann sounded interested in hosting one in Newnan area.
- **Potential 2021 USEF Rated AHA Horse Show:** Ashley and/or Laura to get dates permitted by AHA, show manager and related costs, volunteers, show venue availability

& costs, estimate on attendance, etc. Angel recommended day after Rolling Hill Saddle Club shows since they only do one day shows – Wills Park Equestrian Center. All sport horse show. Formal proposal and numbers to be submitted by Ashley, Laura, and/or Serena for board review

- **Introduction to Trail Clinic:** Barbara with Corkie want do a western trail clinic at Susan's preferably later winter/early spring. Trail 101 and ranch riding. 8 stalls. Going to get dates and details nailed down minimum 3 months in advance to properly advertise and promote.
- **Barbara: AHA Membership Scholarship:** Barbara recommended certain # of volunteer hours and submit application to win AHA/GAHA membership. Get details & requirements written down and send to board. Barbara to put together proposal & details for new idea for voting and review
- **Laura:** Scholarship for an in need Youth to go to Youth Nationals. Another club sponsored Lucy Cabbage to Youth Nationals. Laura, Ashley and Serena will put together requirements/proposal to send to board and hopefully get some sponsors as well. Submit proposal with budget, needs, dates, volunteers, location, etc. that may be applicable and get board approval.
- **Want 5 scholarships/donation programs? – Need 5 successful events as fundraisers.** Can give as much as we can IF we get support to make our events successful. After years of hard work, we were finally ahead enough to be able to give back through GAHA Gives Back. If we can continue moving forward, we can continue giving back in other ways.

Volunteers & Committees

- We need to prevent burn out & spread out the workload - preferably 4-6 people per committee with one committee head. Same core volunteers for the last 3-4 years. Need new volunteers!
- Who will be on which committee(s) for 2020? Or what event/program will everyone help with in 2020? *Youth Committee, Public Relations/Communication, Trail Ride/Frequent Rider Committee, Event/Clinic Committee, Sponsorship Committee, Membership, High Point*, etc.

Sponsorships

- Had only 12 sponsors for this year. 6 donated money via sponsorship form. 6 sponsored events via meals, appetizers, marketing material, event facility use, etc. Only three Top Sponsors
- Chantelle Noble of Noble Steeds, Crooked Creek Farm, Dunlook'n Farm, A Bar T Horsehoeing, Mike Moak, Susan White, Adrienne Briant, JAG Arabian Sport Horses/Kathy Gilker, Kathy Hedgepeth, Shannon Thomason, Kelsey Tuttle, Talaria Farms
- Who will be the new 2020 sponsorship committee? Goal for everyone- board member, officer, volunteer, etc.- to get 1 SPONSOR each. Ask your vet, farrier, body clipper, trainer, board farm, saddle fitter, horse hauler, chiropractor, photographer, realtor, magnawave provider, nutritionist, feed store, tack store, equine artist, etc.

- **Kathy H:** Sponsorship. Ask any business owner YOU have been supporting over the years.
- **Janine:** Offered to help with Radio station connection for worthy GAHA causes. Ask beginning of new year for tax benefits to business owners and before business owners who plan in advance pledge/promise their money for 2020 elsewhere.
- GAHA gets the same support from the same people, we don't want to wear them thin. We rely so much on donations/sponsorships.

Non-Profit Status & Bank Account

- Apply for IRS exemption and tax exemption with non-profit status
 - Cost to have someone help us with it?
 - **Kathy H** is working on this with another club, so should be getting some good insight on this to eventually work through this with GAHA and the board.

GAHA Gives Back

- Allow membership a vote to narrow down submissions so they feel more included?
- Focus on local (either GA or SE non-profit orgs) for a larger local community impact?

GAHA Ambassador Award

- Sponsored by Gilkers/JAG Arabians to push the membership take their Arabian horse out locally in the community and share the breed and it's wonderful qualities
- Gilkers request GAHA budget for 2020 Award.
- Could GAHA sponsor a youth ambassador award to encourage involvement with promoting the Arabian Horse?

GAHA Frequent Rider Program

- Budgeting end of the year awards for 2020 from account
- Still need to discuss budgeting for 2020 in next meeting

GAHA Highpoint Program

- Endurance & Competitive Trail Ride competitors? Connections?
- Western dressage interest?

Arabian Horse Promotion Opportunities for Membership and/or the Club in GA & Southeast

- **2020 Southern Equine Expo**
 - **February 21, 2020** at 9:00 AM Tennessee Miller Coliseum, Murfreesboro, TN
 - \$200 for small vendor space, maybe less for an "irregular" space. Team up with other AHA club(s) to cover costs? Or see if a member farm is willing to go or going already?
- **4H Opportunities**
 - **MARCH 28th:** *State 4-H Horse Judging Contest* A 4 horse class in Athens (South Milledge Ave) on the Sat. morning for youth to practice judging.

- **JULY 30th:** Southern Regional 4-H Show in Perry Judging Contest
- Cannot expect 4Hs to come when they have their competitions as it sounds like 4H leaders are PAID per “warm body” they get to the event/judging contest
- **2020 South Carolina Horsemen's Council South Carolina Horse Expo**
 - Deadline to sign up Jan 15th - \$90
 - February 15th 8:30AM-4:30PM at the T ED Garrison Livestock Arena in Pendleton, SC www.schorsemenscouncil.org/2020-expo.html
- **Sunbelt Ag Expo** - Moultrie, Georgia. October 20-22, 2020
- **The Georgia National Fair** - Perry, GA. October 2020. Offered us a slot this past year but jumped too early & didn't in the end. Contacted them but no info for 2020 yet.
- **2021 Georgia Horse Fair** by Georgia Horse Council, April 2021

Local City Events for Booths & Meet & Greets

- How does insurance work for this if they set up booth representing GAHA?
- What if an individual does it with or without a horse?
- Encourage members to contact their local cities/communities/nonprofits to do their own “Arabian Horse” booths & meet and greets, especially in May for Arabian Horse Month
- Be certain insurance will cover, especially with Arabian meet and greets and “representing” GAHA. Pagan happy to check on insurance requirements for case-by-case basis.

Announcements:

Adjourn: 3:35pm



Office Use
Only

Date Received _____
Approved by GAHA President: _____
Approval Date: _____
Approved by BOD: _____
Approval Date: _____

GAHA Event/Clinic Application/Check List Form

Georgia Arabian Horse Association

www.Georgia-Arabian.com - info@georgia-arabian.com

Our events are planned to encourage education within our equestrian community, learning and love for the Arabian Horse in addition to being a fundraiser activity for GAHA. To be filled out 3-4 months before event to allow proper time to promote event, to secure event volunteers, get maximum amount of participation needed, and gather sponsors if needed. Schooling shows should be scheduled 4-5 months out. The following information may not be known 100% yet, but please fill in as much as possible, and utilize this sheet to record final decisions & create flyers. Events will need to be approved by Board of Directors.

Contact Name: _____

Phone: _____ Mobile: _____ E-mail: _____

Event Name: _____

Proposed Event Date (or options. Not to conflict with other GAHA events):

Highly recommend selecting event date minimum 3 months in advance if at all possible.

Event Location:

Farm Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Farm Website: _____

Best directions if difficult to find to help participants: _____

Event Times:

- Arrival for Volunteers: _____
- Morning Check-In: _____
- Event Start: _____
- Lunch Break: _____
- End time: _____

Volunteers for Event (will send request to GAHA membership for volunteers):

- Main Event Coordinator & Contact Information (for event questions): _____

- Registration Coordinator (prior to day of event) : _____
- Check In: _____
- Set Up: _____
- Clean Up: _____
- If day of payment allowed, who is handling money to give to Treasurer: _____
- Other volunteers needed? : _____

Description of Event:

Who will be teaching, presenting, speaking, etc.; what type of riding, disciplines, topics, etc.; who this event will benefit; who is donating their time (if any), who is sponsoring meals (if any), etc? What is the amount of riders or auditors slots available (think safety, seating, & parking)? Individual riding or group ride with how many in group? Restrictions if any. Any important website links for event? General schedule. When do you estimate on releasing final schedule (if applicable)? We always want to focus on the promotion and use of the Arabian horse, GAHA, and educating our attendees. 95% of a seminar/clinic should be educational.:

Clinician or Speaker Bio (if applicable, to share with event information and to establish credibility with potential participants): _____

Pricing:

- GAHA Member Rider Price: _____
- Non GAHA Rider Price: _____
- GAHA Member Auditor/Non-rider Price: _____
- Non GAHA Auditor/Non-rider Price: _____

(if allowed) Day of Auditor Ticket Purchasing Cost: _____

Please note above what these costs include if they do include breakfast, lunch, stalling, etc.

Helps to fill clinic in a timely manner.

Goal number for registrants to hold event (communicate with event host): _____

Actual number of attendees (for recording purposes): _____

Do participants need to bring anything with them (like breakfast, lunch, water, chairs, etc.)? _____

If meals not included, local restaurant or store recommendations? _____

Budget - Estimated Cost of event meals, marketing flyers, website updates, materials, supplies for meals, name tags, clinician fee, insurance, etc.: _____

Estimated Amount **Fundraised** for GAHA: _____

Amount paid to trainer(s) or are they donating time; farm hosting cost or is facility donating space: _____

Insurance Coverage (if applicable or needed): _____

Registration deadlines: Cutoff date for ticket purchasing or registration & payment. Can always extend the deadline, but typically most wait until the very last minute to commit. We recommend cut-off date 3 days to a week in advance to allow enough time to put together meals, rent/borrow tables, finalize schedule etc. for event): _____

Or is day of ticket purchasing allowed?: _____

Cut off for Discounted Ticket Purchasing (if needed): _____

Vendors welcomed? Fee or no fee?: _____

Waivers:

All release waivers (GAHA & facility) sent to or *Mailed* to (name and address) *or* will someone be getting them at time of check in? _____

or can be *emailed* to: _____

Payment options-

All checks to be mailed to (must be made out to GAHA): _____

Can use GAHA PayPal (Yes/No). Please add \$4.00 or 3.8% Credit Card PayPal usage fee: _____

Important Information for Riders/Horses (if applicable per event – Stabling available or tie to trailer option only, overnight stabling available, where to park, will buckets & bedding be provided or will they need to bring their own, when to arrive, should stalls be cleaned before departure, etc.): _____

Who should proof of coggins and/or immunizations be sent to prior to arrival? What immunizations are

required if needed? Who will horse owners meet upon arrival to give or show paper work to (if known)?

If not stated on previous line item, how many riders/horses permitted?: _____

Things to Remember for GAHA Event/Clinic/Seminar:

- ALL riders must sign GAHA waiver and event location waiver
- ALL auditors must sign GAHA participation waiver
- Include GAHA membership form in marketing so that those interested can easily access document and become a member (and save money on future events!)
- Invite all your friends - word of mouth is a great resource
- Post event flyer at farms, local tack and feed shops about event
- Collect email addresses of all attendees at event so we can send them information on upcoming events AND send a follow up email thanking them for their attendance and asking for feedback
- Checks to be made out to "Georgia Arabian Horse Association"
- Make sure to your event page is created on Facebook by GAHA Marketing volunteers - if not, notify GAHA
- Make sure your event is listed on GAHA website, Instagram, and Facebook - if not, notify GAHA (Please include important information such as schedule, price, deadlines, location, etc. You can even send them this form if that easier)
- Make sure your event is included in GAHA's monthly e-blast to members
- Make sure to hang GAHA banner(s) at event
- Print out schedule to hang around event or share with event participants
- Make sure the following GAHA forms/flyers are available at event. (may have some left overs from other events)
 - GAHA Membership Form
 - GAHA Award Forms (High Point Award Program, Frequent Rider Awards Program and Ambassador Award)
 - GAHA Calendar (lists future GAHA events) and/or GAHA flyer on the next GAHA event
- Please provide general Arabian brochures, information etc. at event. (may have some leftovers from other events, so ask BOD if there are any extras)
 - <https://www.theregistry.org/membership/PromoMaterials1.asp>
 - <https://www.arabianhorses.org/marketplace/brochures/index.html>
 - Any additional Arabian magazines, books, flyers, posters, etc. You can contact Arabian Horse Times/Envision magazine, Arabian Horse World magazine, and Arabian Horse Association for magazines and/or handouts.
 - Arabians in _____ printed material (discipline(s) being promoted at event)
(<https://www.arabianhorses.org/discover/arabian-horses/#Arabian%20Horse%20Disciplines>)
 - Any information on AHA programs, like Achievement Awards program, Open Qualifying program, Frequent Rider Program, Open Event Incentive Program, etc. that may be helpful information for attendees
- Consider your amount of parking availability, bathroom usage, table space availability, etc.

TO BE FILLED OUT AFTER EVENT/ACTIVITY FOR ARABIAN HORSE ASSOICATION CLUB AWARD
SUBMISSION PLEASE SEND TO INFO@GEORGIA-ARABIAN.COM WITH PHOTOS & EVENT FLYERS BY
AUGUST 1ST EACH YEAR:

CLUB EXCELLENCE PROGRAM WORKSHEET

Program/Activity Name: _____

Date: _____

Program/Activity Chairman: _____

Committee Members: _____

Situation Analysis: _____

Goals: _____

Audience: _____

Plan: _____

Publicity: _____

Budget:

Revenue - _____

Expenses - _____

Timeline: _____

CLUB EXCELLENCE PROGRAM WORKSHEET

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