



APPALOOSA HORSE CLUB EST. 1938

The International Breed Registry for Appaloosa Horses

Show Committee Conference Call Meeting Minutes

February 8, 2018

4:30 p.m. PT

Meeting called to order at 4:45 p.m. Kevin opened with welcome comments and a prayer.

Roll Call was taken.

- Members present for all or part of the call include: Kevin Griner, Ray Burchett, Billy Ready, Debby Letham, Terie Clark, Mary Ann Page
- Advisory Committee Members present for part of the call include: Wendy McCain, Megan Holtmeyer, Tristanna Bickford, Kristine Bowker, Tina Mahloch, Melissa Proulx.
- Advisory Committee Members Absent: Gail Smith, Stephanie Ungerer, Jamie Jones, Carol Jones, Mike Mitchell, Heather Runyon
- Also present: Tom Hodges, Steve Taylor, Keri LeForce

Kevin talked about the mission statement and the need to have it at the forefront of our thought process to make sure we stay focused on the mission statement during our meetings. The mission statement for the committee is “To provide the best opportunities for ApHC members to compete with and promote their Appaloosa horses.”

Kevin offered a brief introduction of himself and asked for others to do the same.

Show/Exhibitor’s Advisory Committee Report

Kevin asked for a report from the advisory committee. Megan Holtmeyer reported that the committee elected their officers and that Wendy McCain is the chairperson and Megan is the secretary – both held these positions last year as well. At the last meeting, the committee discussed wanting to add a versatility class to the 2018 national show schedule to be held in between the youth show and open/np show. The concept is to have 15 teams. The teams would include professionals who buy in to their team and then non-pros and youth who would buy in as well. On the day of the event, a party with food/drinks could be hosted by a sponsor. Names would be drawn out of a hat pairing 2 individuals from the youth and non-pro ranks with 1 professional. A calcutta auction would be held for each team. Funds raised could go toward increased exhibitor recognition, fun activities, special awards etc. TBD. Teams would have 30 minutes to get their horse ready and then come back to arena to do 4 classes. The committee talked about having class awards plus overall versatility awards. No decisions made on entry fee prices or awards yet. Potential payouts to the top 4 teams and maybe some additional sponsored awards. They discussed having judges who were on-site and not using judges that were already at the show. They’ve also discussed some other ideas for fun activities to be held at the World Show to try and get more people in the stands to watch and be more interactive.

OLD BUSINESS

- Discussion about splitting junior and senior ranch classes.

Terie asked about numbers for last year’s NS ranch classes – ranch riding 24, ranch trail 20, ranch rail pleasure 17. Also talked about WS numbers in these classes after we split them into junior/senior.

SC Motion 01-02-18

Terie moved to split open ranch riding, ranch trail and ranch rail pleasure into junior and senior divisions at 2018 National Show. Seconded by Ray. No opposition, motion passed unanimously.

NEW BUSINESS

- Youth World Championship Show 2019

Committee discussed options surrounding the 2019 show schedule and whether or not to change the show schedule so that the youth show would follow the open/non-pro schedule. This would allow more kids from the northeast the opportunity to attend since they get out of school so late in June.

SC Motion 02-02-18

Ray moved to hold the youth classes following open and non-pro classes at the National/Youth World Shows in 2019 and 2020. Seconded by Billy. No opposition, motion passed unanimously.

- Open Performance Line-ups for class placements

Committee members discussed comments heard from exhibitors, owners and spectators from the 2017 World Show at which we did not line up the placings under individual judges in open performance classes. Some members expressed a desire to go back to lining up while others were happy with the excitement/entertainment value of not knowing who the winners were until they are announced. Additionally, committee members discussed that you are able to immediately review the judge's placings online for each class as soon as it's over and therefore felt that this information is available to those who want to know and who would like to use those placings for horse marketing purposes. Finally several thought it was nice to see spectators in the stands when the winners were announced instead of the winner being announced in an empty arena. After much discussion, the committee decided to leave in place the current process that was passed by show committee motion in August 2017.

- Youth, National, and World Show sponsorships

Tabled until next meeting

- Break even class numbers cost analysis

Kevin talked about the need to review the financial aspects of the show to better understand what is and is not successful. In terms of classes, he'd like to know which classes are self sustaining and which are not. This information is useful when determining the class list for future shows. He's requested data from Keri but has some questions about what was given to him and would like to get those answered and make sure he understands it before sending to the entire committee. Kevin doesn't anticipate making a quick decision about any of this but wants to talk about it moving forward. He'll ask Keri to send the data to the whole committee once he's reviewed it in depth.

- Underperforming classes

Kevin has list of last 5 years worth of class entry data. He wants to use that information so we can see which ones are trending up or down. Billy has that information because it was provided to the show committee last fall. Billy will send that out to everyone on the new committee to be used for future discussion.

- Thoughts and ideas that would help shows at the regional and national/world levels

Kevin invited the committee members to start jotting down ideas, thoughts etc. so that we can start sifting through some of these via email discussions. He's hoping that by sharing ideas, the committee will start some conversation that will lead us in a direction to help grow the club. He will be sending out some emails to the committee in this spirit.

- Kevin asked if there was any other business for the committee

There was some discussion about the National Show schedule. Billy and Ray had some classes that they wanted to discuss with the committee. Kevin asked Keri to provide some data to committee members about these classes so that a discussion could be held concerning their potential success at the show. Suggested classes to add to the 2018 National Show include: walk/trot youth classes for exhibitors 11-18, non-pro walk/trot hunt seat equitation, non-pro walk/trot hunter under saddle. Additionally, the committee wants to talk about the versatility class proposed by the advisory committee. And they've had a request to move the youth ranch classes as late as possible in the youth show schedule.

Committee will vote electronically on these class additions after which Keri will prepare a schedule draft and send to those committee members who would like to offer input. They can respond to Keri by email with conflicts or suggested changes. Keri will provide another draft for review before it's published. The schedule needs to go to print around March 10.

Ray suggested that the committee needs to talk about potential increases in entry and stall fees for the show. It hasn't been done for a number of years and he thinks we should talk about that at the next meeting. This will be added as a future agenda item.

Billy suggested that we needed to talk about some classes that should be removed from the show schedule if they aren't filling. This will be added as a future agenda item.

Kevin will send out an email notice with some potential dates/times for the next committee meeting. At that time, he urged committee members to get their items on the agenda so that we can prepare in advance for the meeting by knowing what will be discussed and limit the items that come from the floor and that haven't been properly researched in advance.

Meeting was adjourned at 6:10 p.m. PT