

Belgian Draft Horse Alliance
Board of Directors Meeting- December 4, 2020

The Alliance board meeting was called to order at 8:06 a.m. by Alliance President Scott Seymour at the Belgian Draft Horse Corporation office in Wabash, IN. The following board members were present for the meeting: Levi Beachy, Justin Berry, Tracie Brockhoff (present on zoom), Lisa Eller, Matt Frieden, Michelle Keaffaber, David Moser, Walter Schaefer, Jr., Scott Seymour, and Teresa Zube. Also, in attendance was Larry Piergallini.

Minutes:

Minutes were presented for approval from the May 26th video conference call.

Teresa Zube moved to approve the minutes.

David Moser seconded the motion.

The motion carried unanimously.

Minutes were presented for approval for the July 30th video conference call.

Lisa Eller moved to accept the minutes.

Justin Berry seconded the motion.

The motion carried unanimously.

Presidents Report:

Scott Seymour thanked everyone for attending the meeting at the Wabash office. He reflected on the trying times of the past eight months due to COVID and is hopeful that we will return back to normal soon. Scott is pleased that the Alliance committees continue to be planning events and remain strong. He reflected on the support of the membership; sales have been strong and a record crowd was at the Classic Series Finals. He is excited for things that the Alliance has in the works for the future. Scott also thanked Matt Frieden for his years on the Alliance Board.

Financial Report:

The Alliance Financial report was presented by Larry Piergallini. Since working with Paul McCann, the accountant hired through Red Earth CPA, the financials are more transparent. Lisa Eller, Larry Piergallini, and Michelle Keaffaber have worked closely with Paul to come up with a good way to present the financials to the membership. The board is confident that the financials are heading in the correct direction. Lisa expressed the importance to show how money is budgeted to different programs, and will work with Michelle to come up with a practical way in showing this. Scott Seymour will be creating an official finance committee to continue to work improving the way the financials are accounted for and reported.

David Moser moved to accept the financial report.

Teresa Zube seconded the motion.

The motion carried unanimously.

Old Business:

Scott Seymour reflected on the Breeder's Challenge money. Some of the 5% administration fee money has been used for Trademark and other miscellaneous items. The Edward Jones accounts that have been created for Breeder's Challenge Premiums and NABC have not generated interest for the past few months as the money was to be distributed at this point. The board discussed moving these amounts to a bank account that earns interest until the monies are needed.

Lisa Eller moved to have both Edward Jones BC- Premiums and Edward Jones NABC accounts closed and move this money to a new bank account. The total money moved to the new bank account will be \$202,150.00. The difference between the Edward Jones accounts total will be taken out of the unrestricted funds in the Crossroads Bank account. The Alliance President and Secretary will be in charge of choosing the bank and moving the money.

Justin Berry seconded the motion.

The motion carried unanimously.

Committee Reports:

Personnel Committee by Walter Schaefer, Jr.:

Walter reported on Michelle Keaffaber's transition into her role as COO. The first six months in her role she has focused on learning the bylaws, registry, and office procedures. The next six months she will be focusing on the financials and more committee engagement. He also reported on how well the office staff has been doing with the change that has been happening. Levi Beachy also spoke about his experience with the office staff and Michelle which has been very positive. Walter presented the competencies that were created when the COO position was posted and Michelle's performance based off these.

Raffle Update by David Moser:

David reported on current raffle sales. The raffle has generated about \$2900 of revenue. Due to COVID and the potential of events being cancelled, the board discussed the future of the Raffle.

Levi Beachy moved to postpone the raffle in 2021, but continue to keep the raffle license active for the future.

Lisa Eller seconded the motion.

Motion passed unanimously.

David Moser moved to auction the mower off at the Dover Sale in the spring if the winner of the raffle decides to take the cash prize.

Justin Berry seconded the motion.

Motion passed unanimously.

National Belgian Show by Teresa Zube:

Walter Schaefer Jr. brought to the board's attention that Josh Minshull with the Classic Series reached out to him regarding a new proposal for qualifying for the Classic Series Finals. Walter invited Josh to join the meeting via Zoom to discuss the proposal with the board members. The board decided they

would need a written proposal to present to the National Show Committee for their consideration and recommendation back to the Alliance Board.

Teresa reported on moving forward with the National Show. The committee and the members at large (Aaron Freitag – hitch and Cole Steinbrick – halter) that were picked by the exhibitors after the 2019 show season to represent the selection of the halter judge and the hitch judge for the next National Show met and decided to utilize the judges that were nominated in 2020 by this same group as a starting point. Due to the change to Ohio State Fair and the uncertainty of COVID for 2021, this caused a new list to be compiled from the existing list. Ron Mack from the Ohio State Fair has made contact with judges in each category and has gained verbal commitment in halter, hitch and youth categories. Ohio State Fair will be choosing the judge for the Governor's Cup. Ohio State Fair informed Michelle that no contracts will be signed until February at the earliest. The committee will meet in January to review the Classic Series proposal and alternative for the National Show if Ohio is unable to host.

Publications by Levi Beachy:

Levi updated the board on how the Belgian Review is coming. The review will have 67 ads in 2020. Last year there were 75 advertisers. The committee has a master list that was created with 150 advertisers that will be used in the future. The 10% discount worked well to encourage people to get their ad contracts in early. Corbly Orndorff will be submitting a history piece for the National Show. The board discussed the possibility of paying individuals for their time writing articles for the review.

David Moser moved for the Alliance to have a discretionary fund for the Belgian Review to pay individuals for their articles submitted for the review.

Motion not seconded; motion failed.

Matt Frieden moved for the Belgian Alliance to pay Dale Stoltzfus \$500 for his sales article in the Belgian Review.

Lisa Eller seconded the motion.

Yes: Walter Schaefer Jr., Matt Frieden, Lisa Eller, Justin Berry, Levi Beachy, David Moser, Tracie Brockhoff

No: Teresa Zube

Motion passed

Futurity:

Staci Mrozinski secretary of the Futurity, created a report to be presented at the meeting. The report states 51 horses are currently entered into the futurity. Entry fees have brought in a total of \$2,875. The finance committee and futurity will review the totals that were submitted.

Nominating Committee:

The nominating committee for the 2020 election was Lisa Eller and Jim Carey. They nominated Stephanie Ruppel and David Moser. The Alliance election results will be announced on Facebook Live on December 4th. For the 2021 election there will be two candidates up for re-election; Justin Berry and Scott Seymour. A nominating committee will be appointed in the future.

Merit Program and Youth Merit Program:

Teresa Zube reported that the Merit Program decided to cancel in 2020 due to COVID. This was communicated through our website and newsletter. The LaPorte County Draft show approached the committee with questions about the cancellation. The LaPorte County show asked if 2020 would be held against their-three years of level three merit since the show was cancelled due to COVID. The committee decided that they would not count this year against the three-year requirement. LaPorte also questioned what will happen next year since their show is during the NABC9. The committee did not think this was a reason to not include 2021 in their three-year requirement. This is an issue with other merit shows and we want to remain fair to every show participating. These questions prompted the committee to review the rules that are currently in place. The committee recommended that the statement "barring unforeseen circumstances it is the discretion of the merit committee to determine if the two out of three-year guideline would be extended". The committee also discussed writing in the rules what happens if you do not achieve the merit show requirements. The committee proposed that the rules include "if you can't achieve the merit show requirement of maintaining 50 registered horses 2 out of 3 years the merit show status will be pulled until the show can provide a revised plan and show success at maintaining the requirement." Justin Berry stated that the Youth Merit Program has different rules than the Merit Program and could potentially cause there to be more shows that will qualify for the Youth Merit. The board decided that the Youth Merit program rules will align with the Merit Program and the proposed rule changes will be updated on the Merit Program page on the website.

Breeder's Challenge by Scott Seymour:

Earlier this year, the Breeder's Challenge committee sent out a survey regarding the 2020 Breeder's Challenge and whether it would be held in conjunction with NABC 9 in 2021. The survey came back and determined that the Breeder's Challenge would stay in conjunction with NABC 9. The Breeder's Challenge still owes \$53,077.50 to the NABC 9. It was originally going to be released to them in May of 2020 for the London location. The NABC 9 has since been postponed and moved to a new location. The board discussed when the money should be released to NABC 9 and what will happen if the show is cancelled. The discussion was tabled until the Alliance meeting that will be held in January. Scott also stated that the rules do not state that the Breeders Challenge has to be in conjunction with NABC, if NABC 9 is postponed again, the committee needs to look at alternatives. The 2020 Breeder's Challenge cannot be postponed another year due to the age of the horses.

The 2024 Breeder's Challenge will kick off at the 2021 Mid-America Draft Horse Sale in Gordyville, IL. The format for the Breeder's Challenge has been changed. There will now be no upfront cost to nominate a stallion for the Breeder's Challenge but there will be a \$500 minimum bid. There have been 90 service fees so far for 2021. The committee will continue to work on alternatives and ideas if COVID continues to postpone events.

NABC 9:

Mark Lindquist provided Scott with updates regarding the NABC 9. The location of the NABC 9 has moved from London Ontario to the new Essa Agriplex location. The dates for the event are September 8th- 12, 2021. There have been a few changes to the event due to the change of location. The committee continues to monitor the COVID situation with the ~~border~~ border and local health authorities. They will continue to update the Alliance as they come available.

NABC 10 by Scott Seymour:

Scott reported that there were two proposals originally submitted for NABC 10; Alliant Energy Center in Madison, WI and Illinois State Fairgrounds in Springfield, IL. The proposals were presented to the Alliance board in July. It was decided that the committee would work to secure a contract with Illinois. The NABC 10 committee has been established and the contract was sent to everyone for review and approval. The contract was signed by Michelle and Scott at the end of November. Justin reached out to Joe Khayyat the Illinois State Fair representative, and their legal team is reviewing to be signed. The contract does require a refundable \$10,000 deposit to secure the venue.

Lisa Eller moved that the Alliance pay Illinois State Fair \$10,000 out of the NABC restricted funds to secure the venue for NABC 10.

David Moser seconded the motion.

Motion passed Unanimously.

Scott commended Justin Berry on his efforts to organize the committee and subcommittees. The alliance board discussed requirements of being on the committee and subcommittee and agree that everyone involved needs to be a member of the Belgian Draft Horse Corporation of America. Justin is going to work with Phil Farrell the facility liaison, on pursuing grants to help with the cost of the show.

Trophies and Awards:

Matt and Sue Frieden ordered trophies for 2020 events. The names were not printed on the trophies and they are being held for future events. In 2020 trophies were sent to South Dakota State Fair.

Hall of Fame:

For 2020, Gary Nebergall wrote an article about Lee Eller for the Belgian Review.

Ambassador Program:

Due to the expo being cancelled the Youth Ambassadors were not able to help with an event in 2020. The most recent plan was to have them come to Shipshewana, IN during the annual meeting for dinner on Thursday, attend farm tours on Friday, and attend the annual meeting. Since the meeting was cancelled, Michelle Keaffaber is going to touch base with Jenna Hovermale on moving forward with future plans.

Belgian Expo by David Moser:

David discussed plans for the 2021 Belgian Expo. He believes it should remain in the same location due to local ads committing to the 2020 expo and we have not given them a refund. He has spoken to Derek Knepp and received a verbal agreement to host the expo in 2021.

Scholarships:

There were six individuals who completed all forms for the youth scholarships. All candidates did a great job with the information submitted.

Teresa Zube moved to award all six applicants \$1,000 each for a total of \$6,000 that will come out of the Alliance unrestricted funds.

David Moser seconded the motion.

Motion passed unanimously.

Coloring Pages:

There was a great turnout for kids turning in coloring pages for 2020. The board discussed different ways that the coloring page contest can be promoted. PDF files will be uploaded on the Belgian Corporation website and there will be more advertisement done on the Facebook Page. Board members will review the coloring pages and announce the winners in the Belgian Review.

Lisa Eller moved to amend the motion previously adopted "to have both Edward Jones BC- Premiums and Edward Jones NABC accounts closed and move this money to a new bank account. The total money moved to the new bank account will be \$202,150.00. The difference between the Edward Jones accounts total will be taken out of the unrestricted funds in the Crossroads Bank account. The Alliance President and Secretary will be in charge of choosing the bank and moving the money." The new bank account total will be \$202,000.00 instead of \$202,150.00.

Levi Beachy seconded the motion.

Amendment passed unanimously.

Matt Frieden moved to adjourn the meeting.

David Moser seconded the motion.

Motion passed unanimously.

Meeting adjourned at 1:43 p.m.

Signed:

Michelle Keaffaber

Secretary, Belgian Draft Horse Alliance