

**Belgian Draft Horse Alliance  
Board of Director Meeting – May 26, 2020**

The video conference board meeting was called to order at 7:10 p.m. by Alliance Board President, Scott Seymour. The following were present for the meeting: Justin Berry, Tracie Brockhoff, Lisa Eller, Matt Frieden, Jenna Hovermale, David Moser, Walter Schaefer, Jr., Scott Seymour, and Teresa Zube. Levi Beachy was not present.

**Minutes:**

Minutes were presented for approval from the January 20, 2020 Conference Call. David Moser moved to approve the minutes. The motion carried unanimously.

**President's Report by Scott Seymour:**

Scott Seymour thanked everyone for adapting to the video meeting. He reported that after many canceled sales/events because of COVID, that Madison had a strong sale and the excitement was still there. He reminded the board that there are still a lot of things in limbo and that committees will need to remain flexible and there will be a learning curve as we adapt to the changes that come our way.

**Financial reports:**

Jenna Hovermale presented the financial reports for the current year to date. The current balance is \$359,074.98. There will be several liabilities due with the Breeders Challenge premiums due (with the NABC) and NABC funding in the near future. Jenna will be working with the financial committee on the best way to display the liabilities.

David Moser moved to accept the financial report. The motion carried unanimously.

**Committee Reports:**

**Personnel Committee report by Walter Schaefer Jr:**

Walter updated the board on the search for a COO to replace Jenna Hovermale. Jenna continues to fulfill the role until someone can be hired. Due to COVID and the difficulty of conducting interviews the process had been delayed. A final candidate has now been selected. The Belgian Corp Board will interview Michelle Keaffaber during their June board meeting. Walter provided the Alliance Board with information about Michelle and gave them a chance to ask questions. Walter will update the board after the interview in June.

Raffle Update by David Moser:

The Alliance is currently selling raffle tickets for a Hustler Flip Up Zero Turn Mower. Sales are down due to the lack of events. Jenna reported that many of the sales are done through the newsletter flyer so they are hoping for a push through that. David asked that board members help sell tickets and then the office will report back after the newsletter goes out.

#### Publications Committee:

The discount for turning ads in early worked well. The committee is planning to do that again. They are now working on distributing books due to the lack of places to sell them with the cancelation of events. They will be having a meeting soon to start getting details ready for 2020. Jenna will get books to Topeka so that Alliance Board members who are at the shows this weekend can distribute them around their area.

#### Marketing and Events update:

The Belgian Booth has not been to any events since Gordyville. They are hoping to make it to some fall sales.

#### National Belgian Show report by Teresa Zube:

The committee discussed with Justin whether IN State Fair was going to happen with all the COVID activity. As of the meeting the fair board was having active discussion around the topic. Their intent was still to have the fair, but they were hoping to have a final decision by end of May/beginning of June. Trophies for the National show and sponsorship for those trophies was discussed. With the uncertainty looming on if the IN State Fair would happen, the committee decided to order all the trophies but not engrave them so that if the fair didn't happen this year, they could be repurpose for future years. As far as sponsorships, the committee decided to wait until a decision on the IN State Fair before reaching out to past sponsors. The last order of business for the committee was to talk about the National show bid for the next three years. Letters were sent to all participating merit shows earlier this year informing them that the show would be up for bid (2021 thru 2023) and guidelines around participation in the bidding process. From this, there was interest expressed from IA, IL, NY, OH and IN. The only two shows that officially submitted a bid were OH and IN. After the committee reviewed both bids, the recommendation was to move the National Belgian Show to OH State Fair for the 2021-2023 show seasons. The decision was based on the following:

- OH did an exceptional job on their bid package, they were very engaged in the process from the start, they had a passion for wanting the National show which was evidenced by their commitment in the bid they provided and they provided their bid in the timeline identified in the guidelines sent out to all merit shows .
- IN bid package was less than impressive and lacked substance, the Belgian Corporation had to push them to submit a bid, communication from the fair was poor during the

process, committee didn't feel that the fair had a passion any longer to host our National Show based on lack of engagement on the topic, there has been a history over the last few years with reoccurring issues that haven't been resolved, and they didn't provide their bid in the timeline identified in the guidelines sent out to all merit shows.

One area that the committee would like to spend more time on is a more robust checkoff for decision making around the winning bid. In this situation, they only had two bids and it was very clear by the guidelines they had to work with who the winner was, however, if there had multiple bids that weren't as clear cut, how would they make the decision.

David Moser moved to accept the committee report and decision to move the National Belgian Show to Ohio.

Motion Passed Unanimously

NABC 2024:

Two facilities sent proposals the Alliant Energy Center – Madison WI and Illinois State Fairgrounds – Springfield, IL. Justin Berry has agreed to co-chair this event with Scott and will be doing much of the computer work and data entering. Justin reviewed the 2 locations with the board. The board had several questions for both locations. Justin will take those questions back to the locations and another conference call will be set up with the board to make a decision on the location.

Breeders Challenge update by Scott Seymour:

In the event that the NABC is postponed there are some decisions to be made on the Breeders Challenge and they are; is the event held this year as a standalone show or does it get postponed until next year along with the NABC? If this case arises the Breeders Challenge committee will send out a survey and get a consensus of those eligible to participate. Plans are underway for the next Breeders Challenge to be held in 2024. At this time we plan to use the same break down of money collected (50% prize money, 30% future NABC's, 15 % youth programs, 5 % administration). There has been some discussion of changing the nomination and minimum bid for the stallions this has not come to a complete decision at this time. The sale of the stallion services will again happen at the Mid America Draft Horse sale prior to the Belgian mare sale.

Nominating Committee report:

This year's committee consists of Jim Carey and Lisa Eller. David Moser is the only director up for re-election. Jim and Lisa will start looking for another director-candidate.

Belgian Merit Program update by Teresa Zube:

The committee asked Jonathon Cush to join the last committee meeting to discuss concerns that he and other members had with the merit program last year. Larry Piergallini provided the history behind the program and what the original intent of the program was which was helpful to the committee members that weren't aware of how it came to fruition. Main concern voiced was that the program as it stands isn't recognizing consistency/merits of the animal and is more

about who can go to the most shows and get points thus determining who places in the top three. There were some thoughts thrown out from Jonathon and the committee on how more credibility in the program could be created. They include ideas such as:

- Better articulating on the website the intent of the merit program as it stands today
- With the program being in existence as long as it has and halter shows and numbers at shows diminishing, should we consider changing show index's and/or multipliers for the existing shows
- Let people show at as many shows as they want but when it comes to points towards the merit program, only use 5 or 6 shows to determine placings
- If a show participates in the merit program, having a deadline on entry of animals into a class at that show. Example given of a show that went around last minute asking to enter horses in order to achieve an index level for that show

Ultimately the committee decided to solicit feedback from more membership during the show season to better understand if the program is working or if there is a need to make changes. The committee will regroup after the season to bring all this information together and make a recommendation to the Alliance Board. After the meeting, Larry Piergallini did a nice analysis of a few horses that showed last year. The intent was to show how the placings might have changed if we were to recognize points for the program on a certain amount of shows as recommended above. The board reviewed his analysis.

#### Trophies and Awards:

Sue is holding off on engraving trophies for the State Fairs until she sees what states will have a show.

#### Scholarships:

The board will review scholarships in December. Lisa Eller reminded Jenna that she needed to move \$5,000 from youth programs to scholarships per a motion in December.

#### Youth Merit report by Justin Berry:

The committee will know more about this program as they see what shows are going to happen this year and what shows get cancelled because of COVID.

Walter Schaefer Jr moved to transfer \$1500 from Youth Programs to Youth Awards for Merit Awards.

Motion passed unanimously.

#### Youth Programs:

This year the Ambassador Program will be held in conjunction with the Belgian Draft Horse Expo. We will begin the training on Thursday July, 11 2019 in the late afternoon. The ambassadors will do some team building activities, learn about the Corporation and Alliance, and begin planning for their demos for the Expo. On Friday they will attend the farm tours and attend the evening social/banquet. On Saturday the Ambassadors will be teaching a decorating demonstration as well as how to drive a team. They will also be helping out with other tasks

around the expo as they are needed. After the expo the ambassadors (depending on their interests/location) will write articles for the Belgian Review, help with social media, blogs, website, and help at various events. Five of the ambassadors are from Indiana which will help the budget this year due to the location of the Expo. I would like a budget of \$7000 to run the program this year. This will cover hotel rooms, travel, and shirts/materials for the youth. If the expo gets canceled: We will plan something in conjunction with the National Show. If the National Show gets canceled we will plan something in conjunction with the Topeka fall sale. David Moser moved to transfer \$7,000 from the raffle account to the Ambassador program. Motion passed unanimously.

**Belgian Draft Horse Expo by David Moser:**

David Moser reviewed the current projected budget for the Expo the projected profit is \$4,400.00. With several similar events being canceled the Alliance asked Jenna Hovermale to reach out to insurance to ask what type of coverage they had involving infectious disease/virus. Their insurance agent got back with a no type of coverage and that there was a lot of liability and unknown up to this point. The board discussed if they were ready to hold a larger event with the liability falling back on the Alliance.

Teresa Zube moved to postpone the 2020 Belgian Draft Horse Expo until 2021.

The motion passed unanimously

### **New Business:**

.Walter Schaefer Jr. moved to budget \$500 for Evelyn Gray for pay for an internship during 2<sup>nd</sup> Semester at the Belgian Corp.

Motion passed unanimously

Lisa Eller moved for Larry Piergallini to write an article about the history of the Belgian Alliance.

Motion Passed Unanimously.

David Moser moved to adjourn.

Motion passed unanimously.

Meeting adjourned at 10:07 pm

Signed:

Jenna Hovermale

Secretary, Belgian Draft Horse Alliance

