

## BOD Meeting February 28, 2024

Call to order by **President Anne Murphy at 7:00 pm.**

Roll call: **An attendance chart is attached to these minutes.**

### Minutes from January 31, 2024:

- Motion made by Dana to approve the January 31 minutes, seconded by Nancy. Passed.

### Treasurer's Report:

- The financial report is included in the meeting packet. This is the first report generated by QuickBooks online which is totally different from the desktop QuickBooks. One of the items missing from the report is the money that districts have earned and Ron is working on getting this fixed; he is still in a learning curve with the changeover to QuickBooks online.
- On the review from Huberty for 2023, were some entries titled Trail Guides income and expenses from Trail Guides. Ron talked to Huberty about these items because WHC has not had any hard copy trail guides in many years. The Trail Guide expense was the cost of the trail booth at the MHF, and the income titled Trail Guides was the income from the annual trail school; both were mislabeled on the review and will be corrected, and those pages will be redistributed.
- Gail motions to accept the treasurer's report as presented, seconded by Rae. Passed.
- WSHCEF financial report was in the meeting packet.
- Dianne Sackett gave a quick summary of the Winterfest event. She stated that it went well, and money was made.

### Legislative report:

- Jolene said that the Buggy Bill is dead for this session in Wisconsin but may resurface at a future time.
- Because WHC is part of the Farm Bureau, there are several ag bills that will be signed that are not equine related but related to the Farm Bureau. Directors from WHC may be allowed to attend some of these bill signing events if they want to. Jolene will let Darla and Anne know when these signings will take place, and the information will be sent out to the board and directors can attend those events if they choose to do so.

### Midwest Horse Fair Report:

- A report was included in the meeting packet; nothing additional to report.

### Committee Reports:

- Annual Awards- Pat Stevenson; Darla gave an update that all awards have been ordered.
- Budget & Finance- Nancy Edwards; no report
- Bylaws- Dana Sechler: the deadline for spring has expired so any suggested changes will need to wait until fall.
- Districts- Katie Bachhuber; no report
- Judges Program & Seminar- Dana Neary-Panella; Anne is working with Dana and Dan Gruenwald and is hoping to open the seminar to youth membership.
- Member Services- Mike Kroll: a new level three member has been approved.
- Policy & Procedures- no meeting has been held yet.
- Public Relations- Bonnie Shepherd: the committee is getting ready for MHF. The WHC booth has been refreshed and a new ad has been created for the MHF program. The signup sheet to work at the WHC booth at MHF is available now to sign up for; people can email Darla or Bonnie if they would like to sign up but are not at the meeting tonight. Bonnie would like to have three people at all times at the booth to address the traffic and questions that come up. The Rodeo Queen will be at the WHC booth during the fair.
- Scholarship- Jill Feller- full report is in the meeting packet.
- Sponsorship- Cricket Jewett: the deadline for sponsorships is today; winners will be announced at MHF.
- Technology- Dana Sechler: all technology is working well.
- Trails- Floyd Finney & Cricket Jewett- trail design school info in packet; the trail class for 2024 is full. The trail grant meeting will be held next week.
- Central Sands Hill plan includes Devil's Lake. This plan suggested that there were plans to put a horse park and trails at Devil's Lake. Anne has gotten the non-motorized group to support horses in Devil's Lake Park. A Friend's group will need to be formed to help with this adventure if it goes through. There already exists a Friends group at Devil Lake park so equestrian groups would join that existing group if the trails are approved. If there are any more emails regarding the Central Sands Hill plans, we need everyone to comment back with comments such as "I support horses in Devil's Lake Park" so these trails become a reality.

### Long-range Planning (LRP) Reports:

- Determine the Needs of the Equine Industry- Anne Murphy: there was a good response from the veterinary survey. The next survey will be going out to the farrier group. Anne would like to set up a booth with brochures near the blacksmith competition at MHF.
- Youth Initiative Discussion- Anne Murphy: Miss Rodeo will be doing a Zoom presentation for the youth membership. Dan Gruenwald is willing to do some zoom meetings with youth on ranch classes.

- Reevaluate District Functions- Katie Bachhuber: no additional report at this time.
- CPA Update- Nancy Edwards: there isn't much to report as both Ron and MHF have both been using N4N for consulting.
- Redesign WHC Logo- Logan Sechler: Jacqueline Robbins from EQ Graphics was present via Zoom to reveal a new logo design for the WHC. The BOD discussed the new logo that was presented. Logan wrote down the comments and will take them back to Jacqueline to consider.
  - Logan will take the information to Jacqueline for changes and will represent it again for discussion and voting at the annual meeting in March.
  - Logan informed the directors that Jacqueline is open to some minor changes to the logo but would not be willing to make major changes or continue to make minor changes over a period of time. In her experience, it can become quite confusing and never ending with constant changes and large groups of decision makers often have their own ideas and never have a 100% consensus of a final design.
- Long-Range Strategic Planning Process Status- there are several committees working on their tasks. There were tasks at the strategic planning meeting in fall of 2022 that have not yet been addressed that we can now start looking at to continue to move forward. No decision has been made as to when this process will begin.
- WHC Roundup- these brochures/maps are at the printer; there are 16 businesses on the map. Each business will have stickers that they will put on the maps when people visit their business. Bonnie suggests that an official committee be created to keep this going over the next years. Cricket suggested that instead of a new committee, a sub-committee be created under the PR committee. No action was taken to create a committee at this time.

### Old Business

#### Proposed Bylaw Change Submission- Final Review:

- Proposed Bylaw Change Submissions- No submissions received.

#### Election Procedures for 2024 (*procedures & self-nomination forms along with completed nominations are included in the meeting packet*).

- No new information was presented.
- There were no self-nominations for the MHF; nominations will be accepted from the floor at tonight's meeting. Nancy nominated Jim Slovik for the MHF. Jim accepts the nomination and will need to complete the self-nomination form and get it sent to Darla. Karla Gay also nominated herself and will need to completed the self-nomination form and send it to Darla.

### New Business

#### MHF Ticket Request Form:

- The form and attendance chart are included in the meeting packet. Complete the ticket request form and return to the office by March 11. Tickets will be handed out at the annual meeting in March.

#### Budget Deadline Info:

- The Budget Request form is in the meeting packet. The requests need to be submitted to the WHC office by April 8.

#### Other:

- **Reminder of Deadlines:**
  - Self-Nomination Form for Nomination from the floor at 2/28/23 meeting due 3/6/24.
  - MHF ticket form submissions due 3/11/24.
  - Budget Submission Deadline- 4/8/24.

#### Future Meeting Dates:

- March 27, 2024- ANNUAL MEETING.
- April – NO MEETING
- May 22, 2024
- June 26, 2024
- July 24, 2024
- August 28, 2024
- September 25, 2024
- October 23, 2024
- November 2024- NO MEETING
- December 2024- NO MEETING

Motion made by Scott and seconded by Nancy to adjourn at 8:42 pm.

Respectively submitted,

Jill Feller  
WHC Secretary