

## BOD Meeting May 24, 2023

Call to order by **President Nancy Edwards at 7:07 pm.**

Nancy asked for a moment of silence for long-time member Cal Larson who recently passed away.

Roll call: **An attendance chart is in packet.**

### Minutes from March 23, 2023:

- Motion made by Dana to approve the March 23 minutes, seconded by Gail. Passed.

### Treasurer's Report:

- The financial report was in the meeting packet.
- Ron has applied for an increase from \$5000 to \$10,000 on the credit card.
- All outstanding bills need to be sent to Ron for payment before June 30<sup>th</sup> which is the end of the fiscal year.
- There was an error in the P&L Budget vs. Actual.
- There was no approval of the financial report due to the error. Ron found the error and will send the correct report to Darla who will send it out to the directors via email.
- WSHCEF financial report was in the meeting packet.

### Legislative report:

- Jolene discussed the process of the budget and what is happening in Madison.
  - The governor has released the budget.
    - The six positions that were discussed in the March meeting for animal disease prevention have been cut from the budget.
    - There was an increase of \$80,000 for on-site registration process.
    - The restriction in state campgrounds that 35% of all campground sites can be electric has been removed and replaced. The new restriction is that at least 25% of all campsites within a state park need to remain primitive.
  - The buggy bill is not moving forward at this time due to the budget process. This bill may be stalled until fall. If and when it surfaces, Jolene will let WHC know.
  - Dana reported on the Farm Bureau.
    - If WHC supports the Farm Bureau bills, they may be willing to support the WHC bills in return.
    - Some of the bills have a quick turn around and WHC would need to make a quick decision on yes or no to support a bill. Information will be sent to Darla who will then send the information out to the directors and the EBOD for a vote.

### Midwest Horse Fair Report:

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

### PR Committee Update:

- The booth at MHF had steady streams of people. It was a record year for new memberships. Bonnie reported that the insurance option on membership was a big attraction.
- Alliant Energy Center hosted a dressage clinic and P&R was there. The booth was very busy, and a lot of people thanked WHC for their sponsorship.
- Opportunities to help the P&R committee include the following:
  - P&R wants to attend the 4-H event in Milwaukee in September (15-17).
  - Farm Tech days is being held July 18-20, 2023, and more volunteers are needed.
  - October 27-29 hosts the Interscholastic horse show and P&R would like to have a booth there.
  - The Colorama ride is held September 28- October 1. We may hold a booth there also.

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

- Redesign of the WHC logo & Name Discussion:
  - A designer has been contracted to design three logos to review at an upcoming BOD meeting.
  - The contest idea was going to take too much time, so it was changed to hiring a designer.
  - The committee is also looking at changing the name of Wisconsin Horse Council back to Wisconsin State Horse Council, which is still the legal name.
  - A discussion was held regarding the name change and developing a new logo. The majority of directors in attendance are not in favor of moving the name back to Wisconsin State Horse Council. There were some directors expressing a concern of cost and recognition issues if the logo is changed.
- Determine the needs of the Equine Industry update:
  - A questionnaire has been created that will be tailored toward equine retail stores.

- The idea of a passport where owners of the passport would visit the retail shops and get their passport stamped was also discussed. Retailers would need to support this idea to move forward with further development of it.
- Research potential for Ex. Director or Part-time Marketing Specialist:
  - The job description for the Executive Director is in the job packet. There were several concerns expressed with the job description that was presented; changes will be made accordingly.
  - The part-time Marketing Specialist job position will be emailed out to directors as it was missed in the packet.
  - A discussion was held as to whether a marketing person could be outsourced instead of hired as an employee.

### **Old Business**

#### **Building Lease for WHC office:**

- The rent for the WHC office will move from \$750 to \$800. We can do a one-year lease and risk another increase next year, or the landlord will give us a three-year lease at \$800/month. Ron will talk to the landlord about an 'out' clause to be included in a three-year lease.

### **New Business**

#### **Budget & Finance Committee Update:**

- The proposed budget was sent out to directors via email before the meeting and copies were available at the meeting.
  - The proposed budget was briefly reviewed. A vote to approve the budget will be at the June BOD meeting.
  - Questions on the proposed budget should be emailed to Darla.
- Pat Miller motions that the contingency fund for the MHF should be raised to \$200,000; seconded by Scott Steers. Passed.

#### **Other:**

- **Wisconsin Farm Technology Days Reminder- July 18-20, 2023, in Baraboo**

#### **Future Meeting Dates:**

- June 28, 2023
- July 26, 2023- Tentative
- August 23, 2023
- September 27, 2023
- October 25, 2023
- November & December- no meeting

Motion made by Ron and seconded by Scott to adjourn at 8:43 pm.

Respectively submitted,

Jill Feller  
WHC Secretary