



VQHA BOD Meeting

Lexington, VA

Wednesday, March 23, 2022

Attendance

Suzanne Gonzales, VQHA President

Tim Cohill, VQHA Vice President

Laura Boardwine VQHA Treasurer

Steve Meadows, VQHA Past President

Loretta Tozer, VQHA Director at Large and Amateur Director

Shay Nicely, VQHA CIO, Bylaws Committee Director and Webmaster

Cathette Plumer, VQHA AQHA Programs Director

Matt Guthro, VQHA Director at large

Todd Hulings, VQHA Ways and Means Director

Samantha Groves, VQHA Director at Large

Amanda Hughes, VQHA Youth Officer

Kyles Hughes, VQHA Youth Officer

Scott Troutman, VQHA Director at Large

Meeting was called to order by Suzanne Gonzales, VQHA President, at 7:09pm. An attendance sheet was passed around for sign in. Suzanne thanked everyone for being present especially since we were all busy at the show. Suzanne welcomed a new Board Member, Scott Troutman, new director at Large. Everyone welcomed Scott and thanked him for providing food for the evening.

Tim Cohill reported that the Clinic held March 5th in Doswell was a success. The clinic profited \$1016.00, which does not include the grant money of \$4,000.00. There was a discussion of adding a horse show on Sunday after the Saturday clinic to try and grow the idea for next year. Approximately 70 auditors and 14 participants in each clinic. Not as many individuals came to just ride around, but maybe the horse show on the second day would draw more people to come. Steve Meadows asked how much each auditor was charged and Tim stated \$25 each. Tim also thanked Matt Guthro for donating his time as part of Team Wrangler to help cut down on costs to help boost the overall profit of the clinic. The grant helped keep costs down as well. If grant money is not available in the future there are ways that Tim

thinks the clinic can be modified to make it work. There were lots of participants that were very pleased with the overall experience of the clinic. Tim feels this is a great outreach to folks. Suzanne states that there will be a Lynn Palm clinic at the May show in Doswell, but asked if there should be something at the November show. She asked if anyone had any thoughts or ideas. Tim Cohill stated that he felt that there should be at least 2 clinics a year that are held separate, stand alone events. Maybe have a very beginner and basic clinic with like a group lesson type setting to get more open show participants involved, and then also have a more high end type clinic the beginning of the year with big name trainers to draw in a different crowd. Several different locations were discussed for potential clinic places. Washington County Fairgrounds near Abingdon VA, Barn 5 at the VA Horse Center, Doswell, Herndon. Amanda and Kyle Hughes discussed volunteering their time and talents to put towards the clinic event. There was a suggestion that instead of a full day clinic at the November show, that there be a small "ride the pattern" type session instead. A lot of trainers indicated that they would be away at the world show during the November Doswell Show, which would make a small session type short clinic more achievable. Tim was please with how the first VQHA clinic went and he is looking forward to the next one. There is a Lynn Palm clinic at the May Doswell show, so please spread the word. Lynn Palm has contacted Steve Meadows re: holding a western dressage clinic and/or show. Suzanne states that she feels like a western dressage event could be held as a stand alone event or along with a clinic, but not in conjunction with a show. Tim feels it would be a good avenue to explore.

Cory sent her membership notes to Suzanne. There were several new members that joined at the clinic. Loretta's amateur member spotlights have been very positive on membership.

Laura Boardwine VQHA Treasurer handed out the treasurers report.

Loretta Tozer Amateur President reports that she had to start from ground zero when she took over the role this spring. There were no meeting minutes or anything given over to her. Loretta states their first meeting went very well. The amateur spotlights have been very well received. Loretta plans to have an "Around the Ring" videos and photos posted on the VQHA Amateur Association Facebook page. Tim states that people come up to him and ask how they can become involved and he would like to know where to direct them. Steve Meadows recommended having a new member spotlight on the Facebook page as well. Scott Troutman recommended having the VQHA membership forms on the registration tables for the show to help encourage membership. Suzanne recommended trying to get sponsors for the Rookie classes to help make them cost free to participants. Amanda Hughes states that there are a ton of lower level youth participants that are looking for avenues to show and compete, but some of these bigger shows are just not necessarily attainable for them or their families or their budgets, so having something geared more towards their needs would be huge. These kids love their ribbons no matter what color they are. Rookie classes should have ribbons presented to them. Tim Cohill states that the Doswell Novice show really hits on all those points. Amanda and Kyle Hughes states that something like the Doswell Novice show but in western VA would be fantastic. The goal of the Doswell Show in November is great because it is more catered to the general public since most of the big barns are out at the world show. Suzanne asked for help getting the Rookie Classes sponsored for the upcoming shows. Kyle Hughes made a recommendation that Rookie Classes be made free to current VQHA members to help promote participation in membership. The Spring Breakout has gotten big because of the Maiden Classes and VQHA can capitalize on having smaller shows that are less pressure for the more novice riders. Steve Meadows recommended having more small weekend shows that bring in more people to be involved in shows. Kyle Hughes recommended having VA resident classes to

encourage your local folks to participate. Tim Cohill recommended having 3 novice level type shows in the future to help grow things from the ground up. Tim states that maybe there can be one in the western part of the state as well.

Loretta Tozer states that the Awards banquet turned a profit of \$6,531. She has done some revamping of things. She was able to get a sliding scale on the rental fees for the hotel. Because there were enough rooms rented out for the weekend of the banquet for VQHA she was able to get the facility for free instead of having to pay a \$5,000 fee! The meals were pricey, but they were delicious. Steve made a suggestion that instead of having a silent auction, there was a live auction throughout the event. Tim asked if everyone was ok with the location. Loretta states that it's the only location in VA that she could find that would do a sliding scale of the fees. Loretta thanked Shay and Todd for their larger donations to the silent auction items. Shay recommended starting early in the year asking companies for donations because most companies are done making donations for the year by early spring. Loretta states that it was difficult to find a date this year because she was trying not to overlap with the VQHA convention and with the NCQHA banquet.

Tim Cohill made a motion to refund Crystal Jacobs the approximately \$88 cost of the signs she had made for VAQHA, but were actually made with the VQHA logo. The motion was seconded by Steve Meadows seconded and the motion carried. Tim Cohill made the recommendation that similar signs be made for show sponsors and line the driveway coming into the shows with them. Kyle Hughes added that using the signs to make parking spots etc. Different levels of sponsorship comes with levels of perks. Steve Meadows recommended looking over at other shows like Martinganza to see how they tier their sponsorships.

Loretta Tozer reported that Kerry Allen will be sponsoring the amateur hospitality at the show, and welcomes other trainers to host in the future.

Tim Cohill states that the yearly insurance for VQHA was approximately \$800 for the year. Mike Jennings has offered to cover the approximately \$200 insurance for the show for having the VA Bred classes. Tim made a motion that should that offer fall through that VQHA step up and pay it. Cathette Plumer seconded the motion and it was agreed upon unanimously.

Show sanctioning has gotten a lot of questioning as of late. Sanctioning is \$2/exhibitor. Some shows are wanting to swap sanctioning instead of paying fees. After a lot of discussion it was determined that each show needs to pay sanctioning fees instead of just exchanging sanctioning. Suzanne states that she pays \$3/exhibitor for her sanctioning fees. There was a discussion regarding in state versus out of state sanctioning fees. It was decided that sanctioning fees needed to be tabled until more research can be done. Steve Meadows recommended looking at other organizations to see how they handle their sanctioning fees. Cathette Plumer agreed that it has been a while since it has been evaluated and taking a look at it would be a good idea. Sanctioning fees help cover the costs of the banquet and the awards.

The meeting was adjourned at 836pm after a motion was made by shay nicely and seconded by cathette plumer