

Arabian Horse Youth Association
Board of Directors Meeting Agenda
Approved Minutes
Denver, Colo.
March 11-12, 2017

I. Welcome and Call to Order – Flora

- a. Meeting called to order at 7:53 a.m.

II. Roll Call/ Introductions – Flora

- a. Savana DeMott (11), Rachele Cate (13), Katie Treadwell (10), Emmy Fargo (10), Hunter Offord (10), Harper Hamill (8), Elizabeth Elkin (5), Haley Fryear (5), Kailey Wessel (3), Natalie Zavala (2), Tessa Kimbler (Treasurer), Flora Elmolone (President), Kate Lewis (VP), Danika Overstreet (Secretary), Brenna Whitlock, Debbie Himmel, Emmie For (17), Cindy Howey.

III. Approval of Agenda – Flora

- a. Rachele made a motion #1 to approve the agenda and Kailey seconded it.

IV. Treasurer’s Report – Tessa

- a. Need to choose a new limited addition item to sell. Sponsorships budgeted 12,250 and ended 10,750. Fundraising budgeted 23,800 and ended 17,352. Goals are to increase involvement for fundraising, board needs to send auction items exceeding 100 or meeting the price of their airfare for the march meeting. Board members need to find 250 worth of t-shirt sponsors.

V. Unfinished Business

- a. Timeline and Responsibilities Review – Brenna (sponsorships)
i. Please review so you are aware of responsibilities.
- b. Social Media – Brenna
i. AHYA Blog
1. **March – Kailey Wesel**
2. **April – Haley/Liz**
3. **May – Hunter**
4. **June- Kate Lewis**
5. **July- Danika Overstreet**

VI. Regional Updates

- a. Region 2- planning the region 2 show and youth activities. Thinking of having a silent auction for youth program, stick horse class. Started hipology and judging training for the youth.
- b. Region 3- youth meeting in December, decided to start over new and scratch all previous things, working on details for new activities, have a welcome party and a movie night and crafts and games at the main show, also will have a trainer class to fundraise.
- c. Region 5- Trying to have more youth events at the show, things like egg and spoon and ride a buck classes and outside zoo visits. Will have judging tryout late in the month and have first qualifying show coming up and will have art contest at the regional show
- d. Region 6- put out an ad for a new youth director, having youth meeting in July, working on fundraisers.
- e. Region 8- Added a co-director, next meeting at regional show, planning to have a Calcutta and fun classes to raise money
- f. Region 9- meeting will be at regional show and will hold elections, ask for volunteers at the meeting, assigns volunteers per state and work with the executive board. Accomplish great stuff in the group text. Fundraisers are t-shirts sponsorships, will have qualifier t-shirts for their shirts. Will do a chuck-a-duck during the exhibitor party. Planning to do a scavenger hunt daily and hand out treat prizes. Discussion on charities not only by donating money

but also service. Collaborating with a children's hospital to donate money or going and visiting.

- g. Region 10- fundraising ideas such as basket raffle, candy walk, silent auction at regional show and bringing in a hipology contest, rose sale, and bingo as youth activities. Considering doing an incentive program for the barns to increase involvement in the industry. Regional youth meetings at various shows. Judging clinics coming up at various locations. Painted horses, coloring pages, face painting, and a choreographer at their youth booth to increase youth involvement. Will have a Market scholarship and a scavenger hunt, reaching out to local news station to get coverage. Will have a movie night and an ice cream fundraiser.
- h. Region 11- working on different fundraising ideas, want to get a button machine. Came up with the youth ambassador buckle in memory of Miles Anderson.
- i. Region 13- fundraisers are a concession stand. Sell regional t-shirts for championship show with a new original design as a fundraiser. Chuck-a-duck fundraiser, trying to get a shout out at regional show to be announced at the end of classes.
- j. Region 16- new director is Gabe DiSapio, now has a director and coordinator! Next meeting in mid-April, going to have an equitation clinic, a regional youth team kick-off party, collaborating with clubs to have meet and greets and activities at the shows. Fundraisers are RYTT sponsors, ice cream social, hat shows, tip jar. Will have youth day and youth booth at the regional show. Want youth reps at nationals
- k. Region 17- did a t-shirt give away as a fundraiser. Did an ice cream float fundraiser and a pro-am class and a silent auction as fundraisers. Having a barn stomp dance at which they will have a youth raffle and desert bar. Did a shadow program last year and you shadowed someone while they got ready to show and would like to continue.

VII. AHYA Committees

a. Reports

- i. Youth Activities –
 - 1. Elizabeth Elkin, n/a
- ii. Membership/Fundraising & Promotions –
 - 1. Kate Lewis, n/a
- iii. Regional/National Classes –
 - 1. Danika Overstreet – will be sending out the survey
- iv. Equitation & Showmanship –
 - 1. Flora Elmolone – will be contacting the members
- v. Working Western –
 - 1. No one in lead of committee, need help from the AWWA and to encourage to get their youth involved. Please ask people to get involved if you know anyone in the WW division.
- vi. Sport Horse –
 - 1. Danika Overstreet- wants to promote sport horse within the local clubs and then write a general letter to thank equipment donors. Incentive program for the people who volunteer at sport horse stuff?
- vii. Distance –
 - 1. Tessa Kimbler- proposing a Young Rider Program that will be recognized by schools and universities, and allow students to compete without getting in trouble by schools. Committee will offer a preliminary motion to the board on the Sunday meeting for the program.
- viii. Canadian Nationals –
 - 1. No chair, Debbie Himmel is willing to help.

VIII. Youth Nationals

a. Schedule – Brenna

i. AHYA Board meeting – decorate before meeting

1. 25 year anniversary, new logo.
2. Board meeting will be on the Thursday before the convention and we will decorate then.

ii. Committee Meetings

1. One time slot after Convention
2. Going to have one slot for committee meetings after convention. If a chair get a committee summary and agenda to Brenna by July 1st.

iii. AHYA Dance

1. Will be on a Friday night, ice cream social will be at the same time to draw people in. Will be at the sales arena, 7:00-9:00.

2. Decorations

- a. Bring twinkle lights or decorations to donate. Will have tables so we can get tablecloths and décor. Colors for convention are silver with a touch of purple. Having sparkling light fixtures or things that project light.

3. Attire

- a. Casual or you can do a vintage theme or have barn attire. Keep it unregulated, encourage people to bring vintage options through having a contest. Maybe have vintage attire provided for them and then have a photo booth and have contests for the photos and hand out little prizes. Things such as biggest group photo or craziest photo. People can donate vintage attire. Tessa Kimbler makes motion #2 for you to come as you are to the dance, hunter seconds the motion. No opposed. Motion has been passed at 7:45

b.

4. Cost

- a. If we wanted a dj it would be 1500 and any food or drinks will need to come from the facility. If we want to hang the decorations from the ceilings that's and extra 150. If no dj and just do house sound it would be 75.

- b. Brenna suggests we find one \$500 sponsorship. The executive board will find a \$500 sponsorship for the dance.

c. DJ:

- i. No DJ.
- ii. As a board have someone make a throwback playlist, a slow dance one, and then an upbeat one. Have a request bowl for songs. Someone with apple music can have the playlists (flora). The facility will provide us with the speaker and sound system.
- iii. Harper suggests that people submit songs to flora and she will make a playlist. Have a drawing from a request bowl? A lot more fun and personable.

- iv. **Flora volunteered to handle the sound and organize it, wants song submissions by July 1st. Her phone number is 805-325-3983. If you have apple music send her the playlist or just text her a list of songs. SONGS MUST BE CLEAN.**

5. Include ice cream social/ activities

- a. Introduce a court or have a poll on social media and have 5 or so boys and girls, and will announce at the end of the dance. Have a photo option, snacks, and chairs to include participation. Can get a karaoke machine donated from a barn? Maybe having a dance competition or a cutest pair/ matching outfit event. Maybe have people wear their barn pride/gear or something representative of what they ride. Emmy suggested having vintage based foods and candies. Maybe have a dance tutorial or there was a choreographer that teaches people a new dance, maybe have a board member do it. If there is a photo opportunity having it be vintage themed. Could also have a hula-hoop contest for all the non-dancers or door prizes. Probably should keep the clothing informal or casual. Hunter suggests the board members watching and looking for kids with the best spirit and have spirit awards. Maybe a lip-syncing contest. Limbo as a filler?
 - b. Idea to have an activity every 15 minutes.
 - c. Have cupid's shuffle or cha-cha slide
 - d. Voting for activities:
 - i. Homecoming court (11)
 - 1. ~~Make a FB poll to make nominations.~~ Ask people when they walk in if they want to be in the drawing to be on the court and then we draw two names at the end of the thing. Sash and crown for the winners. Board members cannot be entered unless there are only 3 other people there.
 - ii. Karaoke (7)
 - iii. lip-sync (6)
 - 1. Have AHYA board go up first to get people going. Could have people go in groups or solo.
 - iv. Organized dances (13)
 - v. Limbo (5)
 - vi. Dance tutorial (3)
 - vii. Spirit awards (2)
 - e. Top 3 are the court, organized dance, Lip-syncing (battle).
 - f. Will have a photo drop backgrounds from the convention.
6. Food:
- a. Have to get it from the show grounds.
 - b. Snacks:
 - i. Chips, pretzels, popcorn, vintage candies??
 - c. Drinks:
 - i. Fruit punch, lemonade, water
- iv. Stall Decorating Contest – needs to change
- 1. Maybe doing more of an advertising based award: which barn has the best ad designs? For people wanting to enter the contest they would get a discounted price in the program and then get a spread or one or .5 page in the program and then people vote on it. Maybe have a banner or sign for the winners or a ribbon. Maybe do a 2x4 banner for the winners. All the AHYA Board members would be the judges. Brenna will work out the details and then we will vote via email
- v. **7 minute break announced at 9:38, called back to order at 9:48**

- vi. Parade of Regions
 - 1. Sunday at 5:30 – Jim Norick
 - a. Start walking around at 6. Walking in the main arena with your banner or make a themed wheelbarrow or wagon. Regions will decorate in a general vintage theme; maybe encourage coordinating colors to unify individual regions. Have each region make a chant about 30 seconds long.
 - 2. No motorized vehicles
 - 3. Awards – banner, plaque
 - a. Unanimous decision for a giant ribbon, make it silver and purple to match the theme? 6 voted for keeping the banner, 8 voted against. Final verdict is no banner, only a ribbon. We could have a judging panel we would need criteria:
 - i. Difficulty (2)
 - ii. Creativity (11)
 - iii. Spirit/enthusiasm (11)
 - iv. Uniqueness (0)
 - v. Relevance to theme (5)
 - vii. Flying Pigs – only Jim Norick
 - viii. Road Apple Rumble – decided not to do this
 - ix. College Day – Thursday
 - 1. Wear college attire
 - 2. Any recommendations
 - a. University of Wisconsin
 - b. Michigan State
 - c. Meredith Manor
 - d. Colorado state
 - e. WASU
 - f. Iowa state
 - g. University of Minnesota- Twin Cities
 - h. Montana State University – Bosman
 - x. Hippology contest Friday
 - xi. Regional Posters – still interested? Need to change
 - 1. Regional raffle baskets, general and overall regional blurbs and posters. Raffle baskets would be representative of the quirky things that come from your region. Non-alcoholic, no size limit, non-perishables. Value limit of \$50-\$100. Make sure you talk to your regional directors about it.
 - 2. Posters: make it so that it is freestanding. Go back to your region and ask who the national champions from your region were 25 years ago. Do we want posters to be theme specific or not: 3 yesses, majority said no. Posters are non-theme specific and general. Poster must be freestanding.
- b. Fundraisers
- i. Qualifier t-shirts - What color – show colors silver w/ purple accent
 - 1. Deep purple with silver lettering.
 - ii. Flying pigs
 - iii. Bears
 - 1. Options
 - a. 100 horses and 100 bears, all about 9". All together it would be about \$1000 and we could earn up to \$2000 and \$950 in profits
 - b. Pony #1 won the vote, Bear #4 won the vote.

2. How much to charge
 - a. \$10 a plush
3. Ribbons? – if so what should they say (no more than 3)
 - a. Youth Nationals 2017 (on the ribbon)
 - b. Have cards attached for people to write notes on.
- iv. Limited Edition Item
 1. Polo wraps? – pricing (7 votes)
 - a. Will people pay this much
 - i. A set of 4 polo wraps with embroidery it would be \$25 and we would make \$5 or if we sold them in pairs for \$15 we would make \$7.50
 - ii. Straw vote: unanimous head logo design. Unanimous decision to have the horse head right side up
 - iii. Final verdict: Black polo wraps sold in a set of 2 for \$15 with Arabian horse logo right side up.
 - iv. 100 sets
 2. **25th anniversary youth poster-**
 - a. In addition to the polo wraps
 - b. Brenna will email us the program cover and we can decide if we want to make it into a poster.
 3. More ideas
 - ~~a. Socks with the logo. Crew style ones.~~
 - b. Bedazzled hats (3)
 - c. Pop sockets (3)
 - d. Fleece headbands (0)
- v. Raffle - Board Responsibility (5 tickets each)
 1. Ruffling off a 2-horse trailer, tickets are \$100. Brenna will re-do forms and then send out.
- c. Sponsorships – judging contest, YNL events
 - i. Need sponsors for:
 1. Dance
 2. Judging contest
 3. All directors need to come up with 1, \$250 scholarship.
- d. Volunteerism/Committee Work
 - i. Come to convention and volunteer at youth nationals. Have everyone serve 2 hours at youth nationals.
- e. Flag Riders
 - i. Need flag riders for one night, seniors get first dibs. Saturday night.

IX. Breaking at 11:28 for lunch, began again at 1:19

X. New Business

- a. AHYA Budget – budget rolls over every year.
 - i. Board shirts
 1. Polo or a button up. 3-quarter zip shirt off the table, not as professional.
 2. Logo, board of directors, and our name. Harper made motion #3 to have polo shirts with the logo, board of directors written and name written on it. Hunter seconded it, all approved. Polos will be grey, same as marketing teams polos.
 - ii. Money towards board scholarships
 1. Trying to get a scholarship for the directors and executive officers. Would start next year during august 1st and be for the upcoming term. Emmy

made motion #4 to take some of our excess money and put it into scholarships, Kailey seconded it. All approved.

- iii. Activity Room at YNL
 - 1. Place for people to hang out. Would need constant supervision, we could have specific hours that it is open. Total cost would be \$500. Have a camera or sign with call information. Children 10 and under have to have an adult or supervisor with them. Voting on it, majority was no.
- iv. Other promotional ideas
 - 1. Maybe if AHYA made a presentation for people to give out during their youth meetings to encourage youth to join the board. This would help people know what AHYA does. Each person send Brenna something regarding why they are on the board and why they think it is awesome. Can send in whatever you feel comfortable with. Send stuff to Brenna by April 1st.
- b. Fundraiser Incentive Program – only through youth
 - i. \$300 Scholarship to top seller
 - 1. Whoever is eligible for the incentive program has up until youth nationals to get points. Incentive program will be replaced by the board scholarships.
- c. Scholarships
 - i. Need funding
 - 1. If you know of any donors please ask them. We need another \$8,000. Can also have regional fundraisers to help with this.
 - ii. Want to get started for this next year
- d. Marketing
 - i. Marketing research – why?
 - 1. Questions by Brenna:
 - a. Why do you ride horses?
 - b. Why the Arabian Horse?
 - c. What do you want from a trainer?
 - d. What makes riding enjoyable?
 - ii. SnapChat
 - 1. Snapchat takeovers again? Let Brenna know when and where, pick only one day
 - iii. May – Arabian Horse Month
 - 1. Challenge local clubs to put on youth activities
 - a. Encourage everyone to have some sort of activity during the month of May.
 - 2. Post about Arabian horses every day in May
 - iv. How to keep youth after they age out
 - 1. Keep in touch with people via newsletters. Make an Alumni newsletter to send out via email. Maybe have board members write it and keep it personal. Include adult club meetings and activities.

XI. AHYA Convention (limit to 1 hr discussion, rest to follow on Sunday)

- a. Schedule and New format
 - i. No longer going to allow rolling down when running for executive positions. Trying to push convention to being no more than an hour and a half.
 - ii. Ideas:
 - 1. Social media based- having Julian give a similar talk to the one she gave at convention? Maybe have people write why they love the Arabian Horse

and put it on a wall and have people take a picture with the wall and take a hashtag with it and then they give prizes.

2. AHYA Q&A, any general questions we can answer that the youth have.
3. Have someone come in and talk about why they got involved and how they began training
4. Rider fitness seminar or a group workout. Laura and Kylie Ruben could give a talk.
5. Have a vet come in and talk about what to do in an emergency.
6. Have a keynote speaker with an emotional connection or life lesson to teach.
7. Submit moving videos to Brenna to be played at convention?
8. Split into small groups and interact and have the q&a or share stories and then maybe have them share it at the end.
9. Do we want keynote speaker (5) vs interactive (8)? Interactive event it is.
 - a. Interactive events vote:
 - i. Social media- 0
 - ii. Fit to ride- 6
 - iii. Ahya led groups- 8
 1. Have each person come up with things and then sending it to Brenna. Get her something by the first of April. Make sure it is thought out. It is supposed to be a way to mentally engage kids for about 10 minutes.
 2. We will limit it to 7 really good topics and have about 7 groups of maybe 20?
 3. Maybe have group numbers on their name tags so that way they do not just stay with their friends.
 - b. Recruiting Ideas
 - i. Maybe have food as an incentive? (unanimous)
 - ii. ~~Assign regional directors to getting their barns to it? (7)~~
 - iii. Raffling off vendor bucks? (13)
 - iv. ~~Giving away one of the limited edition items?~~
 - v. Continue the wheel of prizes (9)
 1. Give it to people for spirit or personality based awards
 2. Have the sticky notes under chairs and the people who have that get to spin
 3. Have something in their water bottles that indicates if they get to spin.
 - vi. handing out water bottles before convention? (9)
 - vii. Giving out metal water bottles? (7)
 - c. Planning/Decorations
 - i. Same decoration as the dance
 - ii. Balloons, on the ground or in the air. Have them in groups with the weights and put on the stages? Must be latex free.
 - iii. Hollywood-eque decorations?
 - iv. Look up vintage party on Pinterest?

XII. Reminders

- a. **June 1** – Convention voting eligibility
- b. **June 15** – T-shirt Sponsors DUE – **START NOW**
- c. **July 1** – Committee Agendas Written
- d. **July 17** – AHYA Meeting at YNL

- i. Written Regional Report DUE
- ii. Regional Poster DUE
- iii. Regional Meeting Minutes
- iv. Remember, we will be choosing the next meeting date/time, so if you will be on the 2016-2017 Board, start thinking about when and where you want the fall meeting (typically piggy backs on either US Nationals in OK or AHA convention in Denver, CO)

Flora adjourns this meeting at 3:27