Arabian Horse Youth Association
Board of Directors Meeting
Approved Minutes
November 22nd, 2020
Online

I. Welcome and Call to Order – Brooke
Meeting called to order: 10:04 am

II. Roll Call/Introductions – Brooke
- Brooke Backlund-R10
- Grace Smith-R5
- Bella Fajardo-R1
- Acadia Palmer-R2
- Emily Ardval-R3
- Marin McKee-R5
- Karina Kimery-R7
- Brooke Hofman-R8
- Payne Harper-R9
- Grace Williams-R10
- Taylor Smith-R11
- Violet Audi-R13
- Ashley Staley-R14

Adults on zoom:
- Cindy Howey, R8 AHA Youth Committee Vice Chair
- Debbie Himmel AHA Youth Committee Chair R9
- Linda Abston, R9 adult guest
- Kelsey Berglund AHA Director of Events and Marketing
- Deborah Jonshon
- Lisa Blackstone
- Brenna Johnson

III. Approval of Agenda – Brooke
- Grace Smith Approves agenda
- Taylor Smith seconds it
- passes

IV. Treasurer’s Report – Brenna
- Less money made, but less money spent on Hippology and Youth Judging Contest
- Money made up with sponsorships

V. BOD Roles & Responsibilities – Brenna
a. Welcome!

VI. Regional Reports – Brooke
Region 1:
- CA-no shows
- Focus on social media
  o Facebook up 58%
Gain of 300 Instagram followers

Region 2:
- Store for used tack to raise money

Region 3:
- Emily Ardvald new director
- New program with Sonoma county for a meet and greet at new barn following COVID regulations

Region 5:
- Successful fundraisers at regional show
- Get togethers over summer

Region 7:
- Fundraised with summer camps
- Launching a virtual show in December
- Community service project around Christmas
- Organizing youth events for 2021 Region 7 show with a Disney theme

Region 8:
- Facebook auction

Region 9:
- Approved regional show t-shirt

Region 10:
- Regional show cancelled
- Focus on social media (games, contests, etc.)

Region 11:
- Caroline Elik won Youth of the Year (will be announced shortly on their social media)

Region 13:
- Show moved to August

Region 14:
- Event for military families to interact with Arabians at one of the barns

VII. Unfinished Business – Brenna
a. Conference Calls/Meetings Review
   - Increase number of conference calls
   - Quick 30 min-hour long calls
b. Instagram Takeovers
   - More Instagram takeovers-let Brenna know if you are available
     - 1-2 per month
     - Get one set-up for one between now and end of December

VIII. 2020 Youth Nationals Debrief
a. Lucky Ponies – Unicorns this year
   - Partnered with AHPA.
   - Already sponsored-no costs
b. Your thoughts – Mid Summer classes, keep the feeling of Youth
   - Currently planned as Youth Nationals
     - Other factors like Canadian border, COVID complications, etc.
   - Youth should be for Youth riders to show off their own horses
• Singular Bad Experience-“Kids opinions don’t matter”
• Canada should be place where youth and adults can merge
• Keep it special
• Help trainers keep decorating the stalls, and keep Youth’s atmosphere for kids
• Very practical
• Kids and adults do share horses, and OKC is more practical than Canada

**Things that make Youth special:**
  - Good luck ponies
  - Decorations
  - Practicing/hangout with friends (especially everyone who only see each other at shows 2 times per year (Scottsdale Youth)
    - Midsummer sort of took away?
  - Special Events-golf cart parades, barn decorations, dog races, youth activities
    - Makes it special, memorable, and less like other more formal shows

IX. **Youth Awards & Recognition - Brenna**
   a. AHA Youth of the Year
      - Announced on Friday, November 20
      - Winner: Caroline Ellik
      - Runner-up: Grace Smith
      - Second runner-up: Brooke Backlund

X. **New Business – Brenna**

   *Make one general goal and themes should reflect campaign*

A. **YNL/Youth Year Theme**

   **2021 AHYA Theme:**
   - Leadership starts with You(th)
     - In schools-older students connect with younger students
     - Create program where board of directors connect with walk/trotters and new 13&unders
     - FFA leadership conferences-ideas on how to reach out to others
   - You(th) are the future
     - Talk with Alumni-What are you doing now?
     - Take care of the youth aging out
     - Get alumni kids involved
   - You(th) Lead the Way
   - Come Together
   - Leadline
   - Involvement, Community
   - Unite AHYA #weareAHYA
     - Alternative names?
       - United unicorns
       - AHYA United
     - 4th of July YNL theme
     - Uniting disciplines
Youth Lead the Way

Vote: 11 for (You)th are the Future
Vote: 0 for Youth Lead the Way

Bella Fajardo moves that AHA Youth theme for the year is “You(th) are the Future”

Seconded by Grace Smith

Vote: Yes

Motion passes

B. Youth are the Future

i. Monthly Challenges
   - Show where you were, where are you now
   - Future aspirations/goals
   - A person that has influenced you or someone you look up to
   - Favorite characteristic about your horse
   - RUOK
   - How do you introduce people to the Arabian horse?
     - Tiktok(@arabianhorseyouth)
   - Share your proudest moment

ii. Leadership:
   - How to get involved (regional board, with youth)
   - Classes-maybe in combo with blog/vlog
   - RU OK
   - How to make friends in the industry
   - How to join AHYA (How did YOU join AHYA?)
   - How to’s for directors-How to hold meetings, how to fundraise, how to do motions and other procedures

iii. Blog/Vlog posts-video how to’s

2021 Youth National theme:

- The Magic of Youth
- 4th of July
- Futuristic

Brooke Hoffman moves that the theme for AHAYNL is Youth of the Future

Bella Fajardo Seconds the Motion

Vote: Yes

Motion is passed

C. New Ideas

1. Blog posts
   a. Ways to reach someone
   b. How we can help
   c. Dealing with loss of horse
   d. Show nerves
   e. Share what you are proud of

2. TikTok
a. "Travicello (Insta: @prettylittlerider)? Account of a girl and her purebred. Lots of followers. Try and connect.

3. AHA app
4. Q&A panel
   a. Tips on showing
   b. Questions parents might have coming into industry
   c. Youth and parent one
   d. Online and in person
   e. Videos and tutorials
      - Example: How to do a show bun

5. Leadership “classes”
   b. 2 Big Goals for 2020
      • Join Us Campaign

D. Ways for youth to get involved – contest, activities, etc.
I. RUOK – presentation by Grace
   a. Connect and support AHYA members with others
   b. Ask people “Are you ok?”
   c. Share, teach, demonstrate ways to take care of others and know signs
      • When you notice a change, no matter how small, trust your gut instinct and ask “R U OK?”
      • Normalize people asking others who you might not know super well if they are ok
      • Steps:
          o Ask the Question
          o Listen
          o Encourage Action
          o Check In

          o Teach people in AHYA’s social media
          o In-person activities and quizzes
             - Activity examples: Zoom people in your region and have those conversations
          o For those in the show-pen and out of the show-pen
          o Something everyone can do
             o Even something to do for to help those with show jitters
             o Important for mental health
          o Grace can teach board in more detail on future date

II. Monthly involvement challenges
   a. Ways to help people who have retired horses, don’t show, etc. stay involved
   b. Stories, IGTV videos, interactive elements on social media
   c. Share experiences

Thoughts:
- Starts with Youth board involvement
- Personal accounts, regional accounts, or national?
  - Start with personal and take it to regional
  - Be yourself
- How do we get involvement on social?
• Involvement, defined as most people who own an Arabian can contribute and participate (not exclusive to main ring or even show horses).
  a. Educational Program Ideas
  b. Letters for those who qualify for Nationals
  c. Membership Drive for December – 12 days of AHA
    • Focus on new youth
    • Get something with membership?
    • Discount for membership?
    • Reminder to renew membership
    • Moving up age groups (Youth->Amateur; 10&under to 13&under)
    • Local clubs and free AHA memberships as prizes for certain contests
    • Gifts with renewal
      A. AHYA bumper sticker
      B. Key chain
      C. Pin
      D. Lanyard

E. March BOD Meeting
  a. March 6 or 13
  b. AYHC Symposium March 5-7 – Would like some AHYA members to attend
     ▪ Do things to figure out who to send (Would cover costs for certain amount of youth board members)
     ▪ Help meet youth from other organizations
  c. Leadership/planning activities for March mtg – probably a virtual mtg
     ▪ Virtual games
     ▪ In Past: tours, educational meetings,
     ▪ This year: talk with people from adult AHA?

F. Reminders
  a. March – BOD MEETING
     • Written Regional Updates DUE
     • Regional Meeting Minutes DUE
  b. Next meeting-Beginning of January

G. Other Events
  a. Event with AHYC-January
  b. Virtual Show-presented by Deborah Johnston
     ii. Way to help academy riders
     iii. More affordable
     iv. Helps kids use lesson horses who are too old to travel to OKC

Meeting concluded at 12:32pm