

AURORA ARABIAN HORSE ASSOCIATION

**Board Meeting Minutes**

**DATE:** Tuesday Jan 16, 2024

**TIME:** 6:45 pm

**LOCATION:** Strathcona County Community Centre, 2001 Sherwood Drive, Sherwood Park, AB T8A 3W7

**CALL TO ORDER**

The Board Meeting was called to order by Faith Yaworksi at 6:51 p.m.

Chair: Faith Yaworski

Board Members Present: Sarah Downey, Kim Seward, Alicia Ellens, Gary Millar, Pam Zimmerman, Karen Caughill (zoom),

Youth Members Present: #2

Guests Present: Khennedy Leubner, Wanda Leubner, Wayne Leubner, Susan Clegg, Ashlyn (Dawn Johnston’s daughter), Heather Downey

**APPROVAL OF THE AGENDA**

MOTION: To approve the Agenda as presented/read/amended – Alicia approved.

SECOND: Gary

CARRIED.

**APPROVAL OF THE PREVIOUS MEETING MINUTES**

MOTION: To approve the minutes of December 12, 2023 as presented/read/amended. – Kim approved.

SECOND: Gary Millar

CARRIED.

**BUSINESS ARISING FROM MINUTES**

***COMMITTEE REPORTS***

**Treasurer’s Report**

* Faith went over the treasurer's report in Ellen’s absence. If anyone wants an update on GIC’s we can send that out.

**Membership**

* 93 adults, 8 youth
* Time of year where everyone is renewing so anticipating these numbers will increase in the coming months.

**Show Update**

* Pam Reported. Working on prize list and schedule. Ahead of schedule compared to last year!

**Social**

* Safe Sport and EC course on appropriate behaviour, posting recalls, trying to post helpful information related to horse community.
* IDEAS: Add more advertisements
* i.e.) Hastings lake, North Cooking Lake, SAHA – they could benefit from another voice in the community. If we could collaborate and get out into the community more – benefits for us as well.
* Look into posting aurora on YEG Equestrian pages to get us out there
* Other Ideas: Tips from vets, tips on riding...etc. People who don’t have Arabs might go to other pages. Could get write ups from people in community on stretches, chriopractics, things to do or not to do from vet…etc.

**Fundraisers**

* Early bird portion is new this year. January has been slow (holiday hangover). Early bird has a great chance for winning as numbers are not quite where we would like them.
* Early bird draw is Feb 4 // Grand prize is April 6th (second chance to win)
* Draw will be done at the Marriot in Edmonton on Feb 4th
* Last year started selling in Feb and sold out within 6 weeks.
* People are generally not in the spending mood. Thanks to everyone who has bought tickets so far!

**High Point Awards**

* Low number of entries with a lot of categories not even filled. Hopefully everyone let their barns and kids know that Aurora does some great prizes – 2 youth awards and gamet of other awards. Opportunity that is missed out on by a lot.
* Hope to push these more at the show and on Facebook
* Similar issue with Region 17 this year. Gary mentioned in that meeting, perhaps print off entry form for high points and put it in the show entry package so they are more aware of the high point awards. Maybe an email can be sent as well for memberships (sometimes these can get lost in email)

1. *English High Point* – 47 points CMHN of the Board NW & Khennedy Leubner
2. *Sport Horse* – New WINNER, Maid Marian RF 39 points with Susan Clegg
3. No youth awards to give
4. *High Point Adult* – member wasn’t able to attend so Ashlyn here to get on her behalf with MS Aquarius and 162 points

**Volunteer of the Year – AHA Club**

* Each year the current President can submit this award and recognize those who go above and beyond, who are always there to lend a helping hand.
* She is always doing lots in the background, she helps out Aurora and Spring Fling, Breeders and CNAC, she is a vital asset to the team
* Congrats Heather Downey!

**CNAC/Aurora Project Update**

* Faith meeting with the group on Thursday to discuss and filter ideas through them to make sure everyone is on the same page
* Ornaments for painting for the kids – were a bit expensive but very pretty. Have budgeted for a more cost effective option. More sponsorships for the event would allow for more expensive options
* Faith wants to go with paint pens because they dry faster and make less of a mess
* Keystone experience has approached CNAC to do event. Promotional event for Aurora, and for the Arabian horse. CNAC is backing Aurora and Keystone.
* The event will take place on Sunday afternoon of CNAC in the outdoor arena (after lunch). It will include demos, talks, a kids’ corner (paint ornament), and ambassador horses that can be met and touched.
* Kerri priced our trading cards – looking at options still
* Trading cards will be card size and include: horse picture, demographics of the horse (like a hockey card), blurb on the back. This was a huge hit at the Keystone in Florida and is a takeaway for the people that come as well

***What promotional item would be like to add to the goodie bags?***

* Keystone provides their bags, but we don’t have to use them. Keystone is sending colouring books. AEF is sending information as well. We could create our own bags as well if we want. Bag option is $450. Sunglasses are a cool item to have, and they are the most expensive. Bag would be blue and say Aurora Arabian on the side.
* Smallest item is pens – cheapest item in bag. Maybe we need an item that targets the children more – adults like pens!
* Kim’s idea: if did trading cards for the stallions, barns, sale horses –could use as a sponsor and they would receive their own personalized trading card for their cause. Promotional idea. This has been refined and added to our sponsorship package!
* Would kids want lanyards and could punch cards to collect them all? – lanyards are inexpensive.
* Pop/water/snack section is above and beyond. Sponsorships for the event will dictate this If we are able to get large sponsors, this will absolutely be available.
* Goal is for sponsorships to help fund this. Worst case scenario, Aurora might have to back this.
* Goodie bags: colour books, magazine from Keystone, lesson program information, candy (additional cost)
* For demos🡪 a lesson (15 mins of beginner lesson) have public there as well, and show level lesson they might see later in the week / farrier presentation (James S) which could be interesting. People who are not in the horse world are fascinated by farrier work. Could have going on at the same time as the ambassador horses. How get the horses out but also ensuring people are not waiting too long. Have 3-4 hours to fit this all in. Faith will need everyone’s participation for organization of the day.
* Directory for lesson programs available
* What ambassador horses will we use?
  + English / Hunter / Sport Horse Jumper / Western – contact Carla / Specialty – Costume or something else
  + We want to be inclusive, and we want quiet horses
  + Kim says we need a white horse as most people are drawn to them
  + Demonstration of a horse at liberty / lunging – this would be included as well for demos.
* Need volunteers – 2/3 people per ambassador horse – guiding, standing at the back – this will take the most volunteers. Welcome table need 2 people, need main speaker and a cross-shift, 2 for lesson demonstrations, 2 for breed demonstrations. More to come.

Keystone 🡪 horses were out for 40 mins and then had option to go back to their stalls. Budgeting 45 mins per horse and Faith thinks this is enough time for pets and attention. Any of the good horses will be maxed out by this. This was discussed more with the CNAC group meeting on Jan 18th, 2023. Will be going to the drawing board to assess the schedule and how best to fit these in to the day before decisions are made.

* Demographic targeting of sponsorships – Faith was looking into Agricultural sponsorship, youth promotion, getting people involved, community events. Faith has a letter she would like to send out to all of us to review. 1 sponsor in each category would cover. Competing with sponsorships with other events in the area, need to find niche or vendor willing to sponsor multiple places. Don’t want to take away finances from other shows. Biggest hurdle is getting sponsors.
* Buttons would be really nice idea along with the trading cards
* This is constantly evolving. After Thursday, more ideas may come to light. Faith will keep the team updated.

**Aurora Bylaws**

* Bylaws need to be updated. (e.g., Zoom was only allowed through COVID, but we all see benefits to keeping use of Zoom in our meetings).

- Procedure around changing bylaws – Faith is working with Shelley Robertson. She has made some recommendations – highlighted items are things that need to be discussed or need to be re-written

* We cannot edit bylaws; we need to change them and send them in completely – they also need to be presented at a meeting
* - (Eg. #1) – Aurora-only memberships without going through AHA doesn't affect the show or delegates; whoever is showing needs an AHA membership but can be a part of Aurora without needing a membership. To be a director, you need an AHA membership as well. Broadens base to capture people who aren't necessarily involved. "*Associate membership"* is what they were called in the past. Utilize as an extra for someone who wants to be involved but doesn't have a horse or doesn't want to spend money on AHA, (i.e., parents that come to the show). Would it impact the revenue used for the show? Anyone who needs membership HAS to go through AHA, cannot show without AHA, and cannot be delegated if there is no AHA membership. What kind of perk will there be to sign on with Aurora? Why would people want to do this?
* Back when we had hard copy newsletters, would be sent the newsletter and directory… need to come up with ideas to give people benefits for signing up this way
* Aurora members on their AHA, then that gives us more delegates to vote at conventions, high point awards, inclusion with the sport, adult parents that are footing the bills that would like to make them feel they belong….etc.
* Need to discuss if they become voting members for the club as well if hold Aurora only membership (then not a delegate?). Associate memberships were allowed to vote on anything except money matters in the past. We need to specify these things and want them to benefit those wanting to sign up. What are people going to get from this?
* Perk: not all clubs have associate memberships – push people to Aurora. Get back to sending people things (snail mail); volunteers (dressage ring) / associate members might want to get more involved in volunteering. Perhaps encouraging people to join. Promote associate members that support the clubs with snack bar – people want to be recognized and want to be a part of something (expanding and becoming more inclusive) / Associate Youth as well – clinics for the kids…etc
* Youth associate memberships could be $5 – goodie bag/welcome package. A laminated card to put in your wallet would be a hit for some kids. Or youth to a certain age is free – at the show, they could get a welcome package.
* Ask AHA if there is a benefit from AHA? Perhaps do through Carla
* If we decide to do this, we need safeguards and rules to regulate people's memberships. Bylaws protect Aurora; not just anyone can purchase and be a voting member.
* Do not renew on registration of the year (AHA calendar year) but renew on Dec 31st – separate us from other licenses. It could be a good promotion for Aurora
* Other items under Board Meeting – wondering if it's relative to discuss whether we change two weeks' notice for a meeting. A lot of times, we need to make changes close to the show, for example.
* Another item: do we change the number of directors needed to make a quorum? Faith recommends we move to 6; more often, we struggle to meet seven people (AGM is still eight people). If we can do Zoom, that would change a lot as well. Other not-for-profits are changing their quorum to how many members are there (e.g. three people show up, and that's the quorum).
* Wording of the voting, Shelley helped here. Have electronic voting – no significant changes here, just wording changes to vote either way
* **Special meeting to discuss and approve bylaw changes at Highland Park Equestrian on Jan 30th @ 7:00 PM**
* Mark changes in PDF or send them via email to Faith – Faith will send out email.
* Email thread for associate members to be involved in changes on a regular basis

Carla – ***Reminders:***

1. AHA free Youth memberships for first year!!
2. Push for a Youth Team Tournament for Alberta this year (along with Brenda Driediger) – rules needed on how to create a team. If know of any kids, get them involved! Don’t need to specify a discipline before the show. Promote on Facebook. Need someone to organize this – Brenda was willing to run with it and do paperwork. Wants to see an Alberta team. High Point that AHA puts on, awards are good!

\*Moving board meetings back to second Monday of the month. Need two weeks to give notice out to our members.

* **Plan to meet in March, skipping Feb meeting as some will be away at Scottsdale**

**NEXT MEETING DATE**

The next meeting will be in person at 7:00 PM on March 11th, 2023. The meeting room will be booked at Strathcona County Community Centre. Confirmation TBA and sent out via email.

**ADJOURNMENT**

The meeting was adjourned at 8:06 p.m.