

**PERUVIAN HORSE ASSOCIATION OF CANADA**  
**BOARD OF DIRECTORS MEETING**  
**Minutes of Meeting (Teleconference)**

January 20, 2016

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<b>ATTENDEES:</b>	Mimi Busk-Downey, Pres Cathie Taggart, Dir Luis Fiallos - OPHC	Kristin Eldridge - VP Cathie Taggart, Dir Lynn Moker & Willie Johnson, Exec. Treas	Sherri Rosia , Sec Grant McKinney - PHCA
<b>CC:</b>	Gus McCollister – Exec. Secretary	ABSENT: Rick Cones, Tr; Wanda Malsbury – PERRU; Don Noltner, PHCBC	

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Chairperson called the meeting to order @ 7:03 pm.

**MOTION:** Cathie/Kristin – waive Roberts Rules of Order. *Carried.*

Financial Report – Year End Balance – RBC \$6,665.85, Show \$23,917.39, CLRC \$16,746.11 for a total of \$47,329.35.

**MOTION:** Approved Minutes of October 28, 2015 with amendment. *Carried.*

The current PHAC Board of Directors is Mimi Busk-Downey – President, Kristin Eldridge – Vice-President, Sherri Rosia – Secretary, Rick Cones – Treasurer, Cathie Taggart – Director, Willie Johnson - Exec. Treasurer, Gus McCollister – Exec. Sec.

Thank you so much Lynn Moker, for all the hard work that you gave to the PHAC over the years.

Rick contacted Sue Nolter to audit the 2015 financials. As we need two members to review them, Cathie Taggart has volunteered also. They have agreed to do this. Thank you.

Rick worked on an advertising proposal. Kelly Powers-Ponciano recommended directing our money towards the following:

Saddle Up - \$628

Canadian Horse Journal – online Business Listing \$105

NAPHA Show Program combined with NAPHA Honorarium – published after the US National Show \$230

Paso Llano \$500

Las Vegas Show Program \$250

Set up and maintain Facebook page for a year \$400

Ride – 6 issues/yr \$885

Access Newsletter \$635/yr for a banner

Peruvian Longevity banner \$200

Misc \$500

The Horse – electronically targets over 165,000 equine professionals and to a few hundred thousand people

Whoa – an Ontario publication

**MOTION:** Kristin/Cathie approve expenditures \$3500 for Saddle Up, Canadian Horse, NAPHA, Facebook Page, Ride, Access, Peruvian Longevity for now and will investigate further into some others. *Carried.*

Suzanne and Sherri worked on a proposal to change advertising within the Paca Paca. Suzanne said that the March issue has the high points and lifetime points which adds volume to that issue and because the show program is published inside the August issue, both those issues are substantial. The issue that is published in the late fall/winter is very scant. She receives very little articles and little advertising. After much discussion, we are proposing that we go down to 2 issues (March/Apr and August) and eliminate the mail outs due to cost and finding a volunteer to pick up the magazines, prepare the labels and envelopes and take to post office for mailing. Also that we publish the magazine on the website with a link to ISSU to be viewed there and not through the members only page and offer free advertising to our members to encourage more advertising. Make use of our membership email to help communicating with our members as an alternative.

**MOTION:** Sherri/Cathie move that we adopt the above for a trial period for 2016 and review it in 2017.

Denise has now made the current website mobile friendly. Kristin working on getting all the updates.

MOTION: Sherri/Cathie move that we spend the money to build a new site in Wordpress as per Denise’s proposal. *Carried.*

We are hoping that combined with the advertising proposal and the new website; that it will encourage more people to join. Kristin has volunteered to help coordinate with Denise on the website.

SSC updates – venues booked, judges booked, still looking for a few volunteers. Dates and judges are now published on website.

NW Show will be in Monroe on the last weekend of July. Peruvian Consulate will be in attendance in combination with Peruvian Independence Day.

We received an invoice from CLRC for \$60 which was for updated lists of all Peruvian horses within our database for a project results analysis. Usage of data shows that 40% of Peruvian horses live to be 20+ years and of those horses that live past 20+, 40% live past 25 years. Results are published on [www.PeruvianPasoLongevity.com](http://www.PeruvianPasoLongevity.com).

**MOTION:** Sherri/Kristin spent the \$60 to cover the cost of generating the lists. *Carried.*

**MOTION:** Authorize Cindy Zaitsoff to change suppliers to Caufields and order the plaques and coins for our annual high point awards. *Carried.*

Mimi received an inquiry from Danell Adams of NAPHA about whether PHAC was increasing our rates. They are concerned with the value of the Canadian dollar that they might lose members to us. We had discussed in October when we authorized CLRC to send out our membership renewals that we would not increase our fees at that time. We will table this discussion until later and review via email.

Next meeting March 9<sup>th</sup>.

Meeting adjourned at 8:47 pm.

**ACTION ITEMS COMING OUT OF THIS MEETING**

Sherry	Send minutes to Willie and Lynn to facilitate turning signing authority over to Willie as the new Exec. Tr.
Rick	Follow up on advertising
Kristin	Contact Denise on new website
Sherry	Contact Cindy on plaques and coins
Mimi	Contact exhibitor for permission to send letter