

**PERUVIAN HORSE ASSOCIATION OF CANADA  
BOARD OF DIRECTORS MEETING**

Via: ZOOM  
August 29, 2024

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**ATTENDEES:** Rick Cones, Nancy Cox, Mimi Busk-Downey, Jocelyn Hastie, Jan Sjodin

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Meeting called to order @ 6:06 PM PT

Jocelyn made motion to waived Roberts Rules of Order. Nancy seconded

Board of Directors:

- Rick proposed we keep the same positions for the upcoming year. Jocelyn to replace Lynn as board director. All were in favor of this proposal.
- Rick- President; Mimi- Vice President; Nancy- Treasurer; Jan- Secretary; Jocelyn- Director

Canadian Horse Journal Advertisement

- Our last ad is in the autumn/winter issue
- Cost of same advertising as last year would be \$1290 for the year
- This would include 1x1/6 page ad in special annual edition and 3x1/9 page ad marketplace ad
- Cost is reasonably expensive but is wide coverage via magazine and one line publications
- Other option for advertising would be facebook.
- Motion made by Mimi to renew our ad with Canadian Horse Journal for another year. Jocelyn seconded.

NAPHA National Show Program Advertising

- The PHAC has a free full page color ad in the US National Show program
- Kelly Powers has quoted us \$150 USD for ad design and the use of one of her photos from our recent CND national show.
- This would be a good opportunity to announce the 2026 Cdn National show/NW Regional combined show. Would only be able to give minimal information e.g. notice of a brand new show in Monroe Washington, the month and year.
- Rick will pass this idea by the NW board members and if agreement, will have Kelly do up the advertising and send out to the board members for approval.
- Motion made by Nancy to have Kelly do up ad at \$150 USD. Jan seconded.

Few add ons

- Mimi has agreed to take over Facebook page. Jan will take over webpage maintenance.
- Preliminary financials from National Show are looking good. Deb is working on sending out thank you notes to our very generous sponsors.
- Discussion as to where we will hold the 2025 year end awards – Probably hold them over till the 2026 show for presentation.

Meeting adjourned at 6:27PM PT