April 2022 ATAA Board of Directors Conference Call Meeting Minutes

 April 13, 2022 at 5:00 – 6:30 pm PST

Call in information: (412) 924-6976, access code: 470613 If you have trouble with the call-in number, call me on my cell at (705) 446-4128 and I will merge you into the call. Please try the call-in number first as my phone can only hold 5 lines.

Called to order:

Present: Cathy Leddy, Tish Saare, Katrina Ardiel, Betsy Wandler, Sabine Desper, Yorke joined at 5:30. Kevin absent.

1. March meeting minutes.

**MOTION: Betsy motions to approve. Katrina seconds. Approved.**

2. Accounting

1. Update on accounts – Checking: Wait for Yorke

2. where banking access is at – Yorke has access now, can legally write checks. Checking:

 3. QuickBooks for accounting – Yorke will look through QuickBooks- use some of new Grant money for this. Need to get the monthly subscription so more than a few people can access this.

3. Action Items from last meeting.

1. Katrina to talk to Yorke to set up ATAA emails.

2. Cathy to look into Farm Visits – Cathy talked to Tracy and Laurel Brock, they are willing. Flora is possible

3.. Katrina will contact Vitaly to see what we can do to help with AT horses in Ukraine- ask Kevin to give update on Ukraine outreach for newsletter.

 4. Message on what we are trying to do for horses in Ukraine in newsletter.

5. Cathy will get cc info to Yorke for email billing. – Done.

6.Kevin will send out info on Livestock Conservancy Gene Banking talk to BOD. – will need to get this info still.

4. Registration Update

1. We are sending all submissions (registrations and transfers) directly to Nadejda now instead of going through Amrita.

2. Nadejda has a batch of passports she is just finishing up. Betsy asking about some passports from 2019, working on some. Then, will see how long it will take to get to the US.

3. Nadejda will send an itemized invoice with passports.

4. Anything more on unregistered horses? Betsy has contacted several people, not any traction yet.

5.Upcoming Promotions

1. Ohio Equine Affair Update - Report on event – Sabine reports, Ohio Equine Affair was great. Horses were amazing, well presented, demos were good, weather not so nice. Venue was well organized, Friday/Saturday very well attended, Sunday good. Booth looked good, lots of questions, biggest question, how do you pronounce the name? They would like us back. We were left with form about next year. Sabine and Katrina think it was very worth it. Rubber wristbands went very well. Would it make sense to have Logowear for everyone? Perhaps vests, but expensive. Ask Sofie about possible cheaper versions of vests? Possible hats?

2. Breyer Fest – Coming up in July at KHP – Sabine had meeting with organizers over zoom, horses being featured, photoshoot with horses with models on Thursday. 1 – 2 demos per day. Good amount of horses going. No breed booth, but lots of visitors to stalls. Yorke asks about raffling artwork at stalls. Sabine thinks that wouldn’t work very well as we have no booth. We will hand out postcards, etc.

Cathy asks how stickers and postcards are doing? Still plenty. Cathy talks about some of the decorations on stalls at the expo she just went to, will send ideas out to BOD.

1. Royal Winter Fair 2022 – Katrina says it won’t be a good venue, but Sabine has come up with the Equine Fair in MA – November 10-13th, same organizers. Free stalls with demos, need to be paid by July. Would need down payment by. Sabine, Katrina, Kathyrn Thode? Morrigan Reilly- Ansons- Look into this, would need fundraising. Sabine and Katrina to work on it.

3. Brandywine Show at Devon– Sabine could be there July 1-3rd. Victoria and Sabine looking into it. Photo ops possible.

6.GMM -What needs to be done and how can we help.

 Cathy asks Katrina for template for donations – Katrina will send it.

 Ask membership what they would want to see for a repro vet talk.

Gene banking-

Should be people going off BOD, so will need nominating committee to find candidates to run

Hotel – will block off rooms, BOD meeting night before GMM, New BOD meeting before conference ends- GMM offer Zoom too? Yorke won’t be in person. Maybe ask NW Teke people if they want to come, and if so, to do what? Betsy suggests we do a slide show of the history of the ATAA – good idea.

7. Ukraine Fund Update – Wait for Kevin. Tabled.

8.Schedule BOD monthly meeting date.

 Yorke, Thursday best – Betsy at soccer practice, but could do it during or join late. Tish can make second Thursday work for now. May 12th, 5 pm Pacific

Other Items:

We need another person or persons able to update website – getting very out of date!

Action Items:

Katrina to talk to Yorke about buying Quickbooks

Cathy to ask asks about hot weather and cold weather Logowear with Sofie.

Cathy talks about some of the decorations on stalls at the expo she just went to, will send ideas out to BOD

Cathy to ask membership about what they’d like at a repro talk.

List of things to be updated on website, last month Kevin said he’d be able to do it, Yorke will reach out. Best way to establish what needs to be updated. Yorke suggests we use Click Up.

Yorke would appreciate a list of what needs to be done on Click up. Yorke to create some tasks on Click Up.

Yorke will buy QuickBooks. Katrina will help set up.

Tish will send correct banking info for minutes.

MOTION: Cathy motions to adjourn, Katrina seconds. Approved.