

SDHC Meeting 2013 (April 20, 2013)

President Gene Carr called the meeting to order at 1:20pm

First order of business, checked to confirm that all dues are current for directors / members. It was determined that Director Jane Solberg had not paid her dues and her position as director would be up for vote.

A brief Introduction: Everyone introduced themselves.

Attendance: Brandon Kinney, Jo Waldner, Gene Carr, Richard Waldner, Machelde Bonde, Janice Cronin, Doug Nickel, Mike Olson, Larry A. Fossum, Mike Border, Georgette Randolph, Carrie Carr, Robin Mathison, Rebecca Bott, Brenda Miller, Walt Schaefer, Francies Buttermeier and Freida Fossum.

Secretary's Report given by Freida Fossum. Minutes from 2012 Annual meeting: Motion to approve Machelde Bonde, second by Jo Waldner, vote taken and approval of minutes passed.

Treasurer's Report given by Janice Cronin. Current balance \$5,067.88 in saving, in CD \$7,165.17, as of 5/15/13 \$27,559.09 in checking, outstanding checks written \$9,449.00. leaving a balance of \$18,214.00 left after \$9000.00 goes to fair grounds. Brandon motioned to approve treasurers report second by Richard Waldner, vote taken , motion passed.

COMMITTEES REPORTS FOR 2012 -2013

SDHF Report: Brandon Kinny report attached. Some changes made to report.

2013 SD Horse Fair

The 23rd annual South Dakota Horse Fair was held March 15 – 17, 2013 at the W.H. Lyon Fairgrounds, Sioux Falls. Overall the event was a success with many positive comments coming from both participants and spectators. Attendance for Friday was on par with years past. All day Saturday was a full house and at times it was difficult to find a seat in the main arena bleachers. The crowd was down on Sunday but that can be attributed to weather and high school basketball tournaments. Gate receipts totaled over \$25,000 which is \$2,000 higher than 2012. One thing to factor in, though, is the adult gate admission was raised \$2 Friday and Saturday. Car load admission was implemented all three days this year and that did seem to go over well. Friday and Saturday was set at \$25 and Sunday was set at \$10.

The youth area was once again well attended. Saturday morning's judging included live horses which was greatly appreciated. 4-H members from 11 counties registered for the judging contest. The afternoon safety training session was standing room only.

This year the sponsorship packages were revamped. In the past, the dollar amounts were set too high and did not attract as many sponsors as possible. With the new packages, sponsorship dollars brought in totaled \$1,750. The new packages included weekend passes, website listings, program book listings, and program ads. In my opinion, the revised packages are more conducive to drawing sponsors than previous packages.

Horseman's Challenge drew 20 contestants this year and 19 competed. Ironically, the winner was from Minnesota. This event drew spectators all three days and is becoming more popular. One thing to mention is this event lost money this year. If it is to continue, event chairmen need to aggressively pursue sponsors or choose a different contestant memento. The coats this year cost \$1,113 and these have always been the biggest expense.

Once again, the ranch rodeo drew a full house for both spectators and contestants. A new format was tried in that the teams completed all three events in the arena at once. While there were a few snags, as to be expected for any new format, overall the event went over well. One thing to note is that it only took one hour and forty five minutes to complete compared to up to four hours in past years. Expense and income need to be looked over this event as it also lost money. There are opportunities to gain sponsors if they are pursued.

The breed boulevard brought in 18 breeds this year and included Gypsy Vanners for the first time. As a co-chair, I have heard nothing but good things on the breed boulevard and all exhibitors were pleased with the turn out.

Dana Hokana was the main presenter this year. Though she came highly recommended by Al Dunning, bringing a Californian to South Dakota was a very hard sell to the general public. Things did turn around during the event and Dana held her crowd well. A Friday clinic was also held and though there were only three participants, they were all more than pleased with the education received. Future main presenter expenses need to be scrutinized and more income brought in to help with expenses if possible.

Stallion Avenue attracted three stallions this year. While this is down from years past, the quality was the best it has been for some time. All owners were very pleased with the attention their stallions received.

The driving demonstration continues to grow. Included this year were miniatures, Gypsies, and draft horses. The highlight of the driving was the Shire gelding six horse hitch Dakota Thunder. This was an attention getter and during the driving demonstration it was hard to find a seat. Mike Olson and Alden Olsen also participated with their teams of Belgian mares demonstrating farm equipment and this was also a crowd pleaser. The younger generation was educated on how farming was done 80 years ago and the older generation went back in time to relive their childhoods.

The tradeshow this year was bursting at the seams. With over 60 vendors this is the fullest it has been. Past vendors were competing for the bulk spaces and there were more of those spaces created than in past years. A new thing tried this year was sending contract out to past vendors. These were in the mail by November 1st and the first contract was received by November 18th. This demonstrated that it is possible to bring to receive income before the first of the year. There were also several vendors that were in favor of paying a deposit to hold their spot for the 2014 event. One thing that needs to be taken into account for next year is better publishing for spectator tradeshow hours. There were a few complaints from the vendors but they have to be reminded that hours are in their contract.

The program book was revamped this year. For the first time, it was bid out to several parties and Square One Productions of Brookings received the bid. Also, color was used for the four outside pages which made it more attractive. With the additional sponsor ads and paid program ads, as well as additional educational pages the program book was 56 pages this year. The decision was also made to increase the number of copies to 2,750. These were printed by February 27th and distributed around the Sioux Falls area and surrounding states by March 10th. Sioux Falls Convention and Visitors Bureau

volunteers were also utilized at the front door and the ladies did a great job of handing these programs out as spectators walked in.

Advertising was kept at approximately the same dollar amount as 2012 but some changes were made. For example, radio advertising was done with KMIT in Mitchell but only with KDLO in Watertown. I am still questioning whether it was beneficial to advertise in Mitchell as the core group of exhibitors and spectators comes from within 20 miles of the I-29 corridor with the exception of the Aberdeen area. The advertising committee also expanded radio advertising to KJOE radio in Slayton, MN and a print ad placed with the Jackson Co. Livewire in Jackson, MN. Both of these proved to be beneficial as there were increased spectators from SW Minnesota. This budget can be trimmed down for the 2014 event. While it is important to announce that entries are open for various events, general advertising for the event should only be done in major publications/radio/television as the 2014 event will be the 24th and should be well known throughout the state and surrounding areas.

While the event was in the black this year, the events that did not make a profit need to be closely scrutinized and determined how to make them profitable again. There were also some expenses that were unnecessary in my opinion. The Tea Steakhouse bill was close to \$500. Beef is a rising commodity cost and quite frankly a spring pot luck after the event or supper at a local diner should be enough to thank the volunteers for their contribution. One thing to consider for future events is the Horse Council set a budget for the Horse Fair and that money is all that is to be allocated for the event. It was demonstrated from the trade show and sponsors that income can be brought in before the first of the year and allows sustainability for the remainder of the event.

Respectfully submitted, Brandon Kinney, 2013 SD Horse Fair Co Chair.

SDHF FINANCIAL REPORT: Was not discussed.

Discussion:

Check on vendors who receive comp booths. Reevaluate.

Several feedback forms were received from attendees of the horse fair. These forms are available for reading if members would like to do so. Thank you cards received, also available for members to see.

Trail Riding Report: Rich Waldner checked on Oak Lake facility. Sheila Mathison was the chairwoman for this committee but was not in attendance today. It was suggested if possible a trail ride should be organized. Perhaps a good will no charge to the people of SD.

Legislative Report: Jo Waldner report attached:

LEGISLATIVE REPORT

SOUTH DAKOTA HORSE COUNCIL 2013

Animal Disease Traceability Law – federal rule that took effect March 11. The new program is mandatory but more limited in scope. The rules that went into effect March 11 require more changes for the dairy and beef industries. Equine interstate transportation rules will remain the same. All horses entering the state must have a health certificate with a current negative Coggins test indicated. In essence – what we are doing now is acceptable. Equine must have a description on Coggins form and health certificate and must meet the regulations of the state to which you are traveling. Horses entering South Dakota from Nebraska, North Dakota, and Montana need only a health certificate.

Best advice on transporting equine – call the State Veterinarian’s office of the state you are going to and request their specific requirements.

Premises Identification is a voluntary program. If you would like more information or to get in the program contact Dt. Susan Reenders of the Animal Industry Board. Really they are more interested in recording the owner of the animals not the location.

Membership & Publicity Committee: Membership & Publicity Committee

Members-Jo Waldner & Brenda Miller. Report given by Brenda Miller.

2012 Annual Meeting notes-Jo Waldner has secured for SDHC publication of one page each month/issue in Today’s Horse Magazine, now the “official publication of the SDHC.”

Topics published in the last year:

2012 May-***Submissions Unknown. Nothing published?

2012 June-Freida Fossum submitted Gene Carr’s President message from the 2012 SDHF program.

2012 July-***Nothing submitted. Nothing published.

2012 August-***Nothing submitted. Nothing published.

2012 September-***Submissions Unknown. Nothing published?

2012 October-Submitted by Freida Fossum-SD Horse Fair presents main speaker for March 15-17, 2013 (Dana Hokana info from SDHF website)

2012 November-Freida Fossum submitted “Cowboy Way Church at 2013 SDHF.”

2012 December-***Submissions Unknown. Nothing published?

2013 January-Submitted by Jo Waldner-SDHC Begins Equine Scholarship at SDSU. Submitted by Brenda Miller-SDHC Seeks 2013 SD Horseperson Nominees.

2013 February-Submitted by Brenda Miller-Horse Fair Horseman’s Challenge Contest Entries Open. Will a man ever win? Supporting space included ¼ page SDHFair schedule of events and a donated 3/5 page SDHFair ad.

2013 March-Submitted by Brenda Miller- Learning and variety of horse makes the 2013 SD Horse Fair an event to enjoy. Learn proper hoof care at the 2013 SD Horse Fair. 1/3 page paid ad for SDHF.

2013 April-submitted by Brenda Miller-Annual Meeting April 20 in Brookings, SD.

2013 May-(submitted by Brandon Kinney, but not published yet) 2013 SDHC Honorees.

***There were 5 months of NO publication from SDHC. It is suggested that this promotion be utilized all 12 months.

NOTE Although ownership of Today’s Horse Magazine has changed, the 1 page per month publication courtesy will continue for SDHC. Info is due the 5th of the month PRIOR to the month of publication.

SDHC gave sponsor dollars to SD State 4-H Show, youth judging awards at SDHF, and an ad in the SDSU Little I program. Each venue gave us satisfactory promotion.

Brenda Miller distributed a **press release to seek nominations for SDHC Horseperson of the Year.** Info on the 2013 Honorees has been submitted to Today’s Horse Magazine by Brandon Kinney, and the honoree was posted on the SDHC website & the SDHF Facebook page, along with published recognition in the press.

The SD Horse Council website now includes a “NEWS” tab to publish Council news & announcements. The SDHFair website has a “Fair News” tab for the same. It is suggested that this opportunity for promotion be utilized, with all posting being approved by the SDHC President. Promotion and education of the SDHCouncil role and activities in SD, along with the role of the American Horse Council are suggested topics. A link to American Horse Council has been placed at the top of the SDHC website home page.

A document was developed to announce the Annual SDHC meeting, membership form & the added benefit of Today’s Horse subscription discount w/ SDHC membership. This is available on the SDHC website. It was also published in the 2013 SDHF program and distributed to trade show & horse entries/events at the 2013 SDHF. **New memberships were gained from this promotion. It is strongly suggested to continue to seek new memberships, and that direct contact be made to all breed & equine clubs.**

A document was developed to promote the SDHC SDSU Scholarship Fund. This is available on the SDHC website/news. It was also published in the 2013 SDHF program and distributed to trade show & horse entries/events at the 2013 SDHF.

The 2013 SD State Fair has a booth available in the Hippodrome if the SDHC would like to return to promoting the Council in this venue, as they did in the past years. There is not charge for this, as per 2013 SDSF Horse Supt Mr. Duxbury. It is suggested that the SDHC take advantage of this promotional opportunity to educate the public the pubic on their activities and the advantages of a SDHC membership.

It is suggested that the SDHC strives to better communicate their role in the SD Horse industry, especially the work that the Council does, most of which goes unnoticed as it is unknown to the general public at this time. As a member of the American Horse Council, the SDHC has been the spokes-group for all SD horse people and the industry, and is an active voice on a daily basis promoting the SD equine industry. This message of the SDHC’s work needs to be promoted. Additional communication may result in additional members.

We have ??? club/breed memberships and ??? individual memberships.

SDSU Foundation Committee: Jo Waldner Report on Acorn scholarship. (No copy of report)

Audit Committee (no written report) Walt Schafer said that is report has been the same 2-3 time in a row. Outside auditor is to high priced, inside audit would cost less. Walt suggested that CD, savings, checking should all be balanced out and all bills paid, is could be a starting point then we do a budget forward.

What do we want? Summary of budget?

Doug said Diana bought a program but it is outdated. When Diane took over there were no records. We need a starting point. Doug presented an update of the 5013c at their own expense they will be reimbursed the \$20.00 they paid out of their pocket on their credit card because it was late and needed to be paid ASAP. A motion was made to : Go with Walt’s recommendation to have a starting point and the audit committee will follow up. Doug Nickel motioned we use Walt’s recommendation second by Janice Cronin, vote on motion passed.

SDHC Horseperson & outstanding Member of the year: Brenda Miller reported.

SDHC Horseperson of the Year-2013 Annual Meeting Report

Committee members: Gene Carr and Brenda Miller

A framework of the honor was developed & submitted. This included pre & post press releases, website postings of nomination form and announcements, date timeline of honoree selection & notification.

The 2013 Committee GOAL was to contact & invite past honorees to the 2013 SDHF, and to update & maintain a past honoree list on the SDHC website. Both goals were achieved.

A contact list of past honorees was developed. Past nominees were invited to the 2013 honoree presentation at the SDHF via a mailed packet which included the 2013 SDHF program, weekend event passes, and posters along with SDHC membership information. Most of the past honorees attended, or sent representatives to the event. All past honorees were announced & included in the presentation ceremony. Many expressed their sincere thanks for being invited & included in the event. Much visiting & reconnection, over many generations, took place at this gathering.

The SDHC website now maintains a list of past honorees. In 2013 the honoree, Dr. Steve Tornberg, DVM was announced on the news tab of the website & the SDHF Facebook page. The 2012 & 2013 honorees were included in the 2013 SDHF program book, and the honors presentation was an "ONLY EVENT" scheduled at the 2013 SDHF. Sincere congratulation was given to the 2013 honoree from a good sized crowd in the bleachers.

The SDHC 'Outstanding Member of the Year' honor has the same framework and timeline. The 2013 honoree was Diane Nickel.

It is recommended that the same framework & timeline for each honor be continued for 2014.

Brenda Miller, 2013 SDHC Horseperson of the Year Committee Member

Gene suggested we have a photographer at the event to record. Someone indicated that we did have someone there taking pictures this year.

Brandon stated: A write up went to Today Horse Magazine.

The SDHC membership agreed w/ the recommendation that the same framework & timeline for each honor be continued for 2014. Brandon Kinney has pictures of all the honorees and will distribute & publish them, as requested by Gene.

OLD BUSINESS:

1. Audit: Mike Bordor asked: "When will we be doing the audit?" Gene Carr "When the committee meets".
2. Funding for 4H horse show, 2013 awards was asked about. All classes awarded with 4 H would be \$600.00. This was tabled to next Board meeting, at a later date. No date know for finalizing awards Doug motioned to Deferred to a later date when we can meet as a board.

NEW BUSINESS:

1. Select Student that volunteered at the 2013 SDHF for scholarship

Two girls applied Keahna Fenwick and Katelyn Smith for scholarships

Brandon Kinny motioned that for the SDSU students both get awarded \$500.00. Seconded and voted on motion passed.

Janice Cronin mentioned that Wells Fargo Bank charges for service are quite high. She suggested we pursue a bank that has lesser fees.

2. SDSU Scholarship (10,000 more is needed to complete the funding of the SDSU Scholarship)

Doug Nickel motioned that we complete the scholarship, Machel Bonde second.

Discussion open, some new members had questions about the scholarship.

Roll call vote on motion was taken Doug Nickel yes, Mike Olson yes, Janice Cronin yes, Machel Bonde yes, Rich Waldner yes, Jo Waldner yes, Brandon Kinny yes, Freida Fossum yes. Motion passed.

ELECTIONS

Gene Carr read Brandon Kinny's resignation from the SDHF committee.

Directors: (2016)

1. Diane Nickel up for re-election. Diane Nickel was nominated by Richard Waldner, Doug Nickel moved that nomination cease. Vote / passed

2. Brandon Kinney up for re-election. Jo Waldner nominated Brandon Kinny, Move to elect by Jo Waldner second by ? Vote / passed.

3. Machel Bonde up for re-election. Doug Nickel nominated Machel Bonde, moved to elect Jo Waldner second by Mike Olsen. Vote / passed.

4. Freida Fossum up for re-election. Brandon Kinny nominated Freida Fossum, Jo Waldner nominated Walt Schaeffer. Ballot Vote counted, Freida Fossum elected.

Directors that have not paid their dues: Jane Solberg. Nominations for the director position: Fran Buttermeier nominated Robin Mathison, Jo Waldner nominated Walt Schaeffer, Mike Border nominated Larry Fossum. Ballot vote Walt Schaeffer elected to finish out open position left by Jane Solberg for 2015 Director.

OFFICERS: Elected for 2013

President (Gene Carr) , Richard Waldner nominated Gene Carr. Doug motioned for nominations to cease second by Brandon Kinny. Vote / passed. Gene Carr elected.

Vice President (Doug Nickel), Richard Waldner nominated Doug Nickel. Richard Waldner motioned that nominations cease second by Jo Waldner. Doug Nickel elected.

Secretary (Freida Fossum), Doug Nickel nominated Jo Waldner, Janice Cronin nominated Freida Fossum 2 ballet votes resulted in 2 ties for the position. Freida Fossum respectfully removed herself as a nominee . Jo Waldner elected.

Treasurer (Janice Cronin) Machelde Bonde nominated Janice Cronin , Janice (declined), Jo nominated Machelde Bonde, Machelde (declined), Brandon Kinny was asked if he would take the position, Brandon (declined), Doug Nickel nominated Walt Schaefer . Walt elected. Walt is moving the account to First National Bank. He wants everything paid and balanced out before he will take over. Some discussion about cashing in the CD and using that money along with the checking account monies to finalize the SDSU Scholarship fund.

2014 Directors

Gene Cara

Jo Waldner

Janice Cronin

Rich Waldner

2015 Directors

Doug Nickel

Walt Schaefer

Mike Olsen

Troy Geis

2016 Directors

Diana Nickel

Brandon Kinny

Machelde Bonde

Freida Fossum

Committee Assignment:

Audit: Walt Schafer, Diana Nickel, Janice Cronin and Brandon Kinny.

Gene Carr said he would take names of people who would like to be on 2013-2014 committees.

No questions.

3:17 adjourned by vote of the Board

Submitted Respectfully By Freida Fossum