

WTBOA Board of Trustees Minutes October 14, 2011

Board members present: Claudia Atwell Canouse, Michael Feuerborn, Mary Lou Griffin, Nina Hagen, Dana Halvorson, Dr. Duane Hopp, Karla Laird, Debra Pabst and Keith Swagerty. Absent: Stanley Gillman, Boyd Lusarreta and Candice Tollett. Staff present: M. Anne Sweet.

The meeting was called to order at 12:40 p.m. at the WTBOA offices by President Halvorson.

Previous Board Minutes: *Canouse moved to approve the minutes as presented. The motion was seconded by Hopp and the minutes were approved.*

Finance Committee Report: Feuerborn presented and reviewed the budget. Data was based on financial reports through September 30, 2011, as provided by Sweet. The budget-actual is a negative \$4,397 through September 30.

Items of note regarding income: Advertising income is significantly down from budget and projected, although it is within about \$90 of the same time period in 2010. Income from the October issue and December Stallion Register issue is still to come. Feuerborn also projected sales revenue for the remainder of the fiscal year. This was figured with a projected 20 percent decline in entry and nomination fees for next year's summer sale. It is hoped that this is a conservative estimate. 2011 entry and nomination fees were down 16 percent from 2010.

Items of note regarding expenses: Advertising expenses are higher than budgeted due to the \$5,000 enhancement to the sales incentive allowance race, which was booked to this account. This is a one-time expense. In the future this money will come from consignor and buyer contributions to the Sales Incentive Program. Also, sale/auction expenses were higher than anticipated. In part, this was due to a second auctioneer being added, as well as that both Ruth Kain and Melissa Wenzel were paid for the sales bookkeeping position. This was to provide Wenzel with additional training, as she will be taking over Kain's duties at future sales.

Sales Committee: The 2011 Summer Yearling & Mixed Sale had been reviewed by the sales committee on October 7. Overall, the sale went well and the average for the summer yearling portion of the sale was up 18.7 percent. A number of items were reviewed at the committee meeting, including the fact that we need to adjust the amount charged for bedding. Discussion at both the committee meeting and the board meeting included the questions: why didn't some buyers come, and what is the critical mass number of horses needed to attract buyers?

Halvorson noted the Pegasus Thoroughbreds will be conducting another two-year-olds in training sale in 2012.

Sales Incentive Program: Contributions from consignors and buyers to date comes to \$7,700, although this number is not final. It is anticipated that there will again be a \$5,000 supplement to an allowance race restricted to two-year-old WTBOA sales horses (who have gone through the WTBOA sales ring, sold or RNA), along with a \$1,000 bonus to two-year-old WTBOA sales horses (who have gone through the WTBOA sales ring, sold or RNA) who win a maiden special weight or break their maidens in an allowance or stakes race. Funds from the Stallion Season Auction will also be allocated for the Sales Incentive Program. It is hoped that eventually the allowance race will become a WTBOA Sales Stakes and/or split into two divisions for colts/geldings and fillies.

Publications: Sweet reported that the staff continues to put out the about-weekly e-newsletter. They are currently working on the October issue of the magazine, after which they will work on the 2012 calendar, followed by the December Stallion Register. The calendar will feature the photography of the late Duane Hamamura. Board members were asked to help contact sponsors. [It was determined at a subsequent publications committee meeting that sponsorship levels would be \$250, \$150 and \$75.] Hagen also suggested the idea of a commemorative album of Hamamura's photos, perhaps as a cooperative venture with Emerald Downs, which has received Hamamura's archive of photos and memorabilia from the Hamamura family.

Washington Horse Racing Commission: The WHRC occasionally sends out Proposed Language notifications to stakeholders. Halvorson and Sweet are current recipients of these from the WHRC and Sweet has been forwarding the notifications to the entire board. Sweet asked if the board members wished to continue to receive those, and those members present responded affirmatively.

Information from the most recent WHRC meeting was included in the board packet. Draft copies of the breeders' awards showed factors of 12.3, 6.1 and 6.2 percent for first, second and third place, respectively. The draft for owners' bonuses showed a factor of 12.4 percent. The presiding steward's end-of-meet report had been presented at the commission meeting. Among other details, it showed that the pari-mutuel handle was down 11.9 percent, as anticipated. Also presented was the 2011 Equine Health and Safety Report, presented by Dr. Sally Calkins, DVM. Fatalities were down significantly in 2011, with six fewer than in 2010. Detailed information from both the presiding steward's report and Dr. Calkins' report were included in the board packets.

Other Business:

Memberships: The membership drive for 2012 was discussed. It was suggested that members be given a free membership or reduction in advertising rate if they bring in "X" number of new memberships. Since this could potentially impact advertising income, it was decided this should be discussed at a publications committee meeting. [It was later decided by that committee that instead of a reduction in advertising rate, members would receive half off their own membership fee if they recruit five new or returning members, if those returning members had not been active for at least one year. Members will receive their own membership entirely for free if they recruit 10 new or returning members, with same criteria as above.]

Sweet will provide the board with a membership list of current and past members at future meetings. The board is encouraged to contact past members, and well as clients and associates, to encourage them to join or renew.

Fanbasesolutions.com: Pabst reported great success in using fanbasesolutions.com to increase traffic to her Facebook page. She had gone from 215 fans to 1,200 in a two month period. The cost is \$495 per month, no contract (month-to-month basis). *Pabst moved to approve the amount of \$495, for the purpose of doing one month of advertising with fanbasesolution.com, to begin in mid-November to coincide with the membership drive. Hagen seconded, and the motion was approved.* It was noted that we would need to garner five new memberships in order to pay for it.

Annual Awards Banquet: The date has been set for Saturday, February 18.

Next Meeting Date: The next meeting will be on Friday, December 9, at the WTBOA offices. The meeting was adjourned at 2:45 p.m.