**ATAA BOD Conference Call**

**February 9, 2017 6:00pm – 7:30pm (PST)**

**Started 6:15 pm, attending: Amrita, Betsy, Tish, Cathy, Pat, Jas and Catrina.**

1. NFS fund – So far we’ve sent out 15 ATAA codes for the NFS fund. 15 x 20 = $300 owing
2. DAD - $500, we will do this again.
3. Conference; Discussion of getting a meeting room at the Devon showgrounds. Ideas for talks: More on grading, Need to talk to show organizers, perhaps have one of the breed judges talk to us. Awards banquet, could be at lunch or dinner, will depend on many things.

We need to get our banners and stall drapes back, will try at Devon if they don’t come before.

We talked about having an online Silent Auction in November (just in time for Christmas) instead of at the Conference. We want some type of extra awards for the DAD breed classes. Cathy will see what is left in the RBS box, last year’s awards do not appear to have been handed out. Might be able to use those.

1. Awards
2. Incentive Awards
3. Amount- discussion about looking for donations to add to pot, ended with adding a $1000 from savings, but also trying to cover that with member donation.
4. Discipline Awards - $250
5. More criteria?
6. Bigger pot
7. Allow people/farms to sponsor an award – we will allow people/farms to sponsor an award of their choice, need to get the word out.
8. Betsy to revamp?- Betsy will take our discussion and revamp awards.
9. New member promotion?- no need to bribe people, just mention that to be in the Membership Directory, need to join/renew by March 31st.
10. Promotion Fund
11. What does it cover?- discussion, will have both promotion fund (for people going to expos, etc) and ad fund, for Endurance News ad, ALBC Breeder’s Directory and anything else that might come up. Also, we will try some Facebook ads, start small, see if it’s worthwhile.
12. How much
13. Per Rules and Regulations: 9.8 Promotion Expenses. (Annual Budget: $600) (A) Brochures (B) Additional handout information (C) Video (D) Banners (E) Booth space fees (F) Other
14. Jumps at venues
15. Catrina to call WA State HP- email discussion, Catrina looked into it. After discussion, we decided to table this until the General Membership Meeting, lack of funds a problem.
16. Rare Breed Show 2018
17. Call Albany Expo Center and possibly NW Horse Fair people for info – discussion, W. States Horse Fair (Tish to look into), Jas suggests ALBC convention. Albany Horse Expo is too early in season for horses to look good. Later in year would be better.
18. The Painting Pony website with ATAA logo stuff – General enthusiasm, should we just get monies from ATAA stuff? Will see how code at checkout goes.
19. Started – sent agreement in
20. Grant writer- Pat tells us how it works, usually organization needs to put money up front, no guarantees of grants. Tish will see if she can find grant writers that do this on commission instead of us fronting money.
21. Website overhaul- Cathy and Amrita will do a phone call and see if they can clean it up.
22. Finalize Budget
23. Fundraising ideas? If you have any, send to Tish.

**Motion: Cathy motions to adjourn, Amrita seconds at 7:40 pm**

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| **Expense** | **2016 actual expense** | **Proposed 2017 expense** |
| Insurance | $661.00 | $661.00 |
| Website | $71.80 | $72.00 |
| Professional Services | $49.00 | $50.00 |
| Printing/Mailing/Supplies | $1,030.28 | $800.00 |
| Awards | $1,040.61 |  |
| Member awards |  | $250.00 |
| Incentive fund |  | $2,000.00 |
| Advertising |  |  |
| Rare Breeds Show | $3,523.75 | $0.00 |
| DAD | $500.00 | $500.00 |
| Livestock Conservancy Ad | $75.00 | $75.00 |
| Other print adds | $0.00 | $500.00 |
| Promotions | $0.00 | $500.00 |
| Conference/show/judges | $2,899.31 | $1,500.00 |
| DNA/NFS | $0.00 | $1,000.00 |
| **Total** | **$9,850.75** | **$7,908.00** |
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| **Income** | **2016 actual income** | **2017 projected income** |
| Membership | $3,228.96 | $3,500.00 |
| Registration | $1,572.05 | $1,000.00 |
| Conference | $179.80 | $1,000.00 |
| Donations | $6,006.96 | $500.00 |
| Logowear/Painting Pony | $18.00 | $200.00 |
| Transfer from Savings |  | $1,000.00 |
| Rollover from 2016 |  | $905.00 |
| Silent Auction |  | $400.00 |
| **Total** | **$11,005.77** | **$8,505.00** |
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| **Difference** |  | **$597.00** |