ATAA BOD Conference Call, March 1, 2018

Called to order at 6:05 Pacific Time

Present:  Tish Saare, Jas Shearer-McMahon, Amrita Ibold, Cathy Leddy, Gretta Teets, Pat Johnston and Cindy Sither

1.       a) Horse Registration cost:  We have been running in the red because DNA costs have risen, email discussions on updating registration fees: It has been changed on the website and forms to:  $50/60 for foals in the year they are born (60 is for non-members, unless they join at time of registration), $50/60 for VNIIK registered horses and $100/110 for all others. Now our costs are covered.  Will add an expiration date on form – have 1 year from time of paying to finish registration before owners need to restart and repay for registration.

b) VNIIK Registration – Figure out which horses need to be VNIIK registered.  Amrita has found 134 horses in our ATAA Database that are NOT VNIIK registered. If an AT horse is NOT VNIIK registered, it is NOT considered purebred, nor will its foals be able to be registered as purebred.

i) collect ideas for Database, prioritize.  Use the Database we have and upgrade? Have a new one built? Use Milena’s old Database?

ii) Ideas to facilitate registration- Possibility of breeding licenses for horses, but we can’t force people to get a license.  Discussion.  We need to continue to educate our breeders on WHY they need to both ATAA and VNIIK register their horses. The April ATAA Newsletter will be about why to register with both, consequences and how the ATAA will facilitate these. Have a FAQ page on ATAA website. Discussion continued via email, tabled.

We have been awarded a $20,000 grant by the WWW Foundation, need to figure out how to get the money with the least amount of effort as we are not a 501 (c) 3 organization, but a 501 (c) 5.

c) Communication with Nadezda- still slow, Amrita will request a meeting with her in Turkmenistan.

2. WEG

* 1. Cost – Total will be around $7362, hoping that Equus Survival Trust (EST) can pitch in 1/3 of amount.
  2. Partnering – talked to EST, doesn’t look likely
  3. Housing main volunteers – Betsy is working on that. We would like to be able to provide transportation and housing at least to the main volunteers.  We will see.
  4. AT or Rare Breeds Demo – have interested people, need to pull a proposal together and pitch it.

2.       Grading – New ATAA member Tammie Champie has volunteered to go over all our information with her mother (who has been a horse show judge for years) and come up with proposal. All information we have so far has been sent to them.

3.       The Livestock Conservancy (TLC) Endangered Equines Summit- February in Texas.  Pat Johnston went as the ATAA liaison and Jas Shearer-McMahon went as the AT Endurance representative – Report on Summit, Pat and Jas

a.       1st night- meet and greet, Pat met with Adam Dixon who is on the BOD of TLC

b.       Peer reviewed science – AT’s in most horse’s pasts

c.       About 100 people came, many from Texas A & M

d.       Gus Cothran talked about importance of mapping DNA, Pat will follow up with him on AT mapping.

e.       English sperm bank was brought up and talked about.

f.        The ATAA isn’t alone in our struggles to revitalize and promote a rare breed

g.       Breeder Education – technical assistance can be provided to association and registries

h.       Arabian association is interested in helping rare breeds, suggestion of Arab shows with Caspian and Teke classes to widen their base.

i.         Marketing and outreach was discussed

j.         Amrita talks about DNA mapping- allele mapping, Cleveland Bays have a program already.  Recommendations for ATs – 30 horses mapped for $1000 will give us a snapshot of how healthy our population is.

k.       Semen bank was talked about at conference

Pat would like to represent ATAA with Livestock Conservancy

**MOTION: Jas motions that Pat be ATAA liaison with the Livestock conservancy. Cindy seconds.  Passed**

4.       Online Registration Database- Ongoing discussion of how to have a useable online registration database for our membership.

Buffalo Girls Database online AT database, developed by a private party, the ATAA could buy it.

* 1. It is open source, meaning it’s durable, wouldn’t need to pay for upgrades
  2. RB Survival Trust in England has one, but there are fees involved.
  3. Estimated cost of Buffalo Girls database to buy and upgrade for us- $10,000

5.       ATAA Brand- ongoing discussion about having an ATAA brand available to our members.

**MOTION:  Cathy motions that we trademark the horseshoe and T from our logo cid:5DE5E6A038484407BEF23E254FBE3CCD@sammyPCas our ATAA official brand.  Jas Seconds.  Approved.  Cathy will work on it.**

6.       Stallion at Stud Catalogue- No further info.  Tabled for next meeting. Tish would be willing to help Gretta.

7.       ATAA Awards. A survey was done by Caroline Dudkowski about what members would like.  Information discussed.

**MOTION: Pat motions to expand the ATAA Awards. Gretta seconds.  Approved.**

Budget to stay the same ($250), Betsy will do something up for April newsletter, run past BOD first.

8.       2018 Budget – discussion of our Clubs and Associations Insurance – carrier no longer working in WA state.  Suggestion; use a different BOD member’s address. Done.

a.       Have our yearly ATAA General Membership meeting during WEG

b.       Possibility of amending budget if WWW Foundation grant money comes through (which it did shortly after the meeting, budget was amended)

**MOTION: Tish motions that we approve 2018 budget with the contingency that we will get at least $6000 in pledges for WEG by March 9th, or we delete the WEG line item.  Gretta seconds. Approved.** (We reached $6785 in pledges by March 8th, fyi)

Pat noted how much work the BOD has gotten done already in 2018! We will have conference calls as needed.

**MOTION: Cathy motions to adjourn at 7:45. Tish seconds. Approved.**

**2018 Budget**

|  |  |  |
| --- | --- | --- |
| **Expenses** | **Actual 2017 Expense** | **Proposed 2018 expense** |
| Insurance | $661.00 | $661.00 |
| Website | $67.80 | $100.00 (to cover any increases) |
| Professional Services, Reg. Agent/Trademark | $474.00 | $350.00 (extra to trademark AT brand) |
| Printing/Mailing/Supplies | 737.22 | $800.00 |
| Awards |  |  |
| Member Awards | $250.00 | $250.00 |
| Incentive Fund | $1000 (2016 awards) | $2000.00 (2017 awards) |
| Advertising |  |  |
| DAD | $500.00 | $500.00 |
| Livestock Conservancy Ad | $75.00 | $75.00 |
| Other Print Ads | $272.00 | $500.00 |
| Promotions | $500.00 | $500.00 |
| WEG/Conference | $671.79 | $10,000- pledged $6875 3/9/2018 |
| Russian Registration Fund | $0 | $20,000- grant? |
| DNA/NFS | $1434.00 | $1500.00 |
| **Total Expense** | **$6502.77** | **$37,236.00** |
| **Income** | **Actual 2017 Income** | **Proposed 2018 Income** |
| Membership | $3766.63 | $3800.00 |
| Registration | $1707.70 | $1200.00 |
| Conference | $200.00 | $250.00 |
| Donations | $621.38 | $500.00 |
| Logowear/Painting Pony | $85.69 | $100.00 |
| Silent Auction | $841.10 | $400.00 |
| WEG Donations |  | $6,000 |
| **Total** | **$7222.50** | **$12,250.00** |
| From Grant |  | $20,000 |
| From Savings for WEG |  | $4,986.00 |
| **Total including Savings** |  | **$37,236.00** |

**Current Assets as of 12/31/2017:**

Checking Account: 12/31/2017 $2300.90

Savings: 12/31/2017 $18441.64 (includes CD of 10221.53)

Total assets as of 12/31/2017 2300.90 + 18444.64 = 20745.54

\*Note: the 2018 budget proposes to deplete savings by $4,986.00 and the RR fund depends on the WWW Foundation Grant (which was approved).

\*\*This budget does not include any funds for the AT Database project that Pat is looking into.