

AURORA ARABIAN HORSE ASSOCIATION

Aurora Arabian June 11th meeting

Meeting called to order at 7:07 pm. Taking place at the Strathcona Community Center.

Carla Jackson, Kim Kelemen, Jill Bromley, Dawn Johnston, Diane Dyck, Terri Martin, Lorie Fisher, Karen Caughell, Dana Leadbeater, and Gary Millar present.

1. Minutes read by Lorie Fisher. Minutes adopted by Karen Caughell. Seconded by Jill Bromley.
2. Membership report not presented at this meeting as Sandy Schroter not present.
3. Treasures report given – Fultonvale Showcase stick horse booth raised a total of \$143.00. The pizza lunch was donated. Points of Youth at this time: 71 points for the Youth Team at present. Note of interest: 170 points were the regional winners last year. Region 17 supplies the Youth Team winners. There is a possibility of doing an article on the Youth Team members.
4. Club promotion report – Second shelter with our show level sponsors at the Aurora Summer Horse show. Email blasts went out from the Sherwood Park Chamber of Commerce, paid advertisement and editorial within the Country Asides paper. Complimentary photo article within the Leduc Rep. Thank you cards ordered. July Aurora newsletter will recap the show and thank our sponsors and volunteers. Summer activity for Aurora will focus on visits to the YMCA of Edmonton Day Camps. General discussion following regarding promotional activities for the next year including the Northlands Farm & Ranch show, Mane Event, Pet Expo and others. Will bring back ideas for discussion at the fall meeting. Gary Millar has advised that the club might consider stepping out of the agricultural venues and look at other shows such as the Women's Show. He expressed that he benefited from being a sponsor and would like to widen our audience and engage people who are not already horse owners. This would also give us a deeper field of potential volunteers. The additional of video development considered a success in this years promotions.

Old Business

5. GST – An assessment is still being completed and we are waiting to hear what the outcome is. The club will discuss in the fall at what point to pay off the outstanding balance completely.
6. Show – The preliminary show breakdowns were complete. The final financial break down is still being sorted out, however, the indicators are that we were financially successful with a rough estimate of \$14,000 profit. We had 132 horses this year, slightly down from last years 158. It was felt that the show was a success! The bleachers were full, and the parking lot was full. Promotion definitely paid off, and interaction this year with the sponsors and the exhibitors also a positive.



Recommendations for next year: Region 6 might want their championship show back, we will get the heads-up on this by convention time. The same format would work if we dropped the Region 6 Championship. The savings to us if we lost the Region 6 Championship is that we would save the expense of 2 judges. Regarding the judges, the goal would be to look at getting Canadian National judges in place. The thought being that we should look at hiring our judges for next year before convention. We might consider dropping the Morgan Horse classes and instead offer Saddlebred classes. The breed club could look at hiring their own judges for those classes. We also might want to look at expanding our Arabian classes. Discussion was held on the running of the show and it was agreed that Kim Kelemen would go ahead and hire Marion Enders for this. The Club will need to look at replacing Dawn Johnston as Show Manager as she has now resigned from that role.

7. Canadian Nationals Sponsorship – The cost to sponsor a class is \$300.00. We agreed at the previous meeting to do this, however, now we are discussing adding to that. Discussion continued regarding if this was the best way to spread our resources. We sponsor many different activities already. Recommendation that a \$300 investment for an arena sign to the national show be a more beneficial investment for the club than a additional class sponsorship. \$300 - \$500 sign with a commitment for sponsoring 1 class. Gary Millar moved that we purchase 1 arena sign and go forward with sponsoring 1 class. It was seconded by Lorie Fisher. Motion passed.
8. Fall Region meeting booked at Nisku Inn Friday, September 28 and is being hosted this year by Aurora. This will be an evening of sponsorship. Discussion on budget being set for that date was decided at \$400.00 and was decided that was an acceptable amount. Saturday, September 29 is the date for the meeting of the delegates.

New Business

9. The AHA Convention is being held November 14-18, 2012. Those in attendance were polled regarding their interest and ability to attend. Discussion at the fall meeting to finalize the clubs delegates will be held.

Prior to the meeting being adjourned Carla Jackson gave her thanks to all for their help in making this year being a success for all.

10. Meeting Location to be here Monday, September 10th 2012.

Meeting adjourned by Karen Caughell. Seconded by Jill Bromley.

