

AURORA ARABIAN HORSE ASSOCIATION

Aurora Arabian November 12th meeting

Meeting called to order at 7:08 pm. Taking place at the Strathcona Community Center.

Carla Jackson, Lorie Fisher, Kim Kelemen, Diane Dyck, Jill Bromley and Marlene Tomusiak present.

1. October minutes adopted by Kim Kelemen. Seconded by Jill Bromley.
2. Membership report not given.
3. Treasures report given by Kim Kelemen.
4. Youth report not given.
5. Club promotion report was given by Lorie Fisher. November newsletter was distributed.

A few new concepts were presented on article ideas including 20 Questions from our executive and our members. Amanda Preston volunteer to assist with article for this newsletter and ones to come.

Discussion followed regarding the renewal of the Sherwood Park Chamber of Commerce Membership for 2013. Again membership would allow a discount on the Great Canadian Trade Fair in April, further marketing opportunities including e-mail blasts.

AAHA has been nominated at the AHA Convention for Community Involvement for the Breed and Communications. Top three for both categories. Lorie has put together a presentation for Gary Miller to use at the convention.

A draft sponsorship package was discussed including a possible 2013 calendar of events along with a t-shirt design to further promote our Show Level sponsors. White t-shirts would be approximately \$11.00 each which would be printed on both sides. A possible order of 100 shirts was discussed for a total cost of \$1,100.00.

Possible trade show opportunities discussed included the Edmonton Pet Expo with a approximate cost of \$800 from January 19-20, 2013, Northlands Farm & Ranch Show from April 4-6, 2013, and the Sherwood Park Trade Fair at the chamber member rate of \$600 from April 12-14, 2013.

Further marketing tools were discussed including the purchasing of tent flags and tent back drops to go along with our two already purchased shelters.

6. Carla Jackson discussed the Volunteer Appreciation/Awards and Christmas event. Will be held on Saturday, December 15, 2012 at Strathcona Library Room #2 starting at 7:00 pm, hors d'oeuvre by Vicky's, program and awards to follow. Cash bar and \$15.00 charge for guests. RSVP deadline is required for food order. Children 6 and under will be admitted for free.



Old Business

7. Aurora Summer 2013 Show, have secured Region 4 judge, have not gotten a Region 5 or Aurora judge as of yet. Karen will be inquiring at the convention to see whom Aurora can secure. We do have our Region 17 jumping judge secured. Steward lined up, will need to find out if we need to secure a secondary steward as Diane Dyck has just found out that since we are a bronze level show we are not required to have any stewards. We will move forward with one steward at this point, will only consider a secondary steward if we have multiple rings on the go at one time. Waiting to hear back regarding the stable manager volunteer position. 95% of costing has been completed for the show. Morgan's will not be showing this year, will just have Arabian and Half Arabian. Jumping is not going to be in BC at the regional show. Karen Caughell had discussed having the Region 17 jumping at Keno Hills with Susan Fyfe this year at no cost for the facility. Region 4 judge is Ashley Toy. We have asked for Scott Benjamin for Region 5 as he is local, and we have not had him for a couple of years. We want our Aurora judge to be from the US, we are still looking. Question about holding Region 5 Sport Horse on the Saturday and holding the Region 5 jumping at the same time with the understanding that there will be help to set up the course. We have confirmed that we will supply the help for set up. Still looking into maybe keeping the course the same and run both regions on the same day/course and the judge will be the same day too. Looking to secure a judge from the US for Aurora.

Carla spoke regarding the upcoming AHA Convention and they are asking for a sponsorship from the clubs. We have decided to give \$250.00US sponsorship from our club. Motion given by Diane Dyck and Seconded by Lorie Fisher.

Arabian Horse Association Resolutions are on line if you wish to review.

New Business

8. Hoping to have a clinic scheduled somewhere between March 21 to 24, 2013 for the Region 17 Youth group. Clinic will also be held in BC and tied into Alberta. Aurora would not like to duplicate this clinic as it will be open to adults but would like to explore holding another clinic with Chris Irwin.

Meeting adjourned at 8:37 pm by Jill Bromley. Seconded by Kim Kelemen.

Next meeting on December 10th.

