



President Ale called the meeting to order at 12:12 pm EST at the new Holmes facility in Frenchtown, NJ.

In attendance (6): Flossie Ale, President
Michelle Kuchta, Vice President
Nicole Barbaro, Treasurer
Heather Goolsby, Secretary
Dina Hurley, Board Member
Kaycie Reilly, Board Member

Approval of the Minutes. Draft minutes from 8.27.22 Motioned by Kuchta, Reilly seconded.
Approved.

Reports of the Officers

A. President's Report (Ale)

"I would like to thank my board members for all the hard work they did and the countless hours making our show year for 2022 a successful one. And also, a thank you to our exhibitors and members for joining us this past year and helping us make our shows so successful. As NJQHA/NJQHYA members, we as a board always welcome any suggestion you may have to help build and move forward to big and better AQHA shows for NJ. It takes a village to run our shows so if any member is interested in volunteering, we always appreciate it."

B. Treasurer's Report (Barbaro)

- a. Adult and Youth accounts were reviewed based on amounts from Oct 31, 2022
- b. Only outstanding bill from 2022 show season is one from Kona Truck
- c. Receipts for banquet and awards have not received or deducted

C. Secretary Update (Goolsby)

- a. Proposals discussed via email documented in meeting minutes
 - i. **\$500 support for 2023 Region 5 & 6 Youth Conference.** Proposal from Kuchta on 9.29.22. In favor: K Bauer, D Bauer, Casso, Goolsby, Petonak, Hurley, Ale, Kuchta; Against ---; Abstain: Weeks, Reilly, and Barbaro. **Approved.**
 - ii. **Youth Advisor to receive equivalent to youth members for NYATT, \$1000 in 2022.** Proposed by Ale on 9.17.22. In favor: Ale, Hurley, K Bauer, D Bauer, Barbaro, Reilly, Goolsby, Casso, K Bauer, D Bauer; Against ---; Abstain: Weeks. **Approved.**

- iii. **PJC will be a two-day show with three judges.** Proposal emailed by Ale on 9.16.22. In favor: Ale, Hurley, Kuchta, Petonak, Barbaro, Reilly, Goolsby; Against ---; Abstain: Casso, K Bauer, D Bauer, Weeks. **Approved.**
- iv. **2023 DREAM Park contract.** Board vote called for by Ale 9.10.22 to review options. **Package two with new covered arena recommended.**

Reports of Committees

A. **Membership** (Barbaro*, Petonak)

- a. 2022 Review
 - i. Discussed past concerns with correct email addresses being captured and horse nomination process when trainer riding.
- b. 2023 Planning
 - i. Forms have been updated on the website
 - ii. \$5 Discount - Board agreed to \$5 discount for memberships received with completed form and paid at or before the banquet.
 - iii. Free Stall Raffle - A free raffle ticket will be award to member who with pays and completes the following forms (membership, horse nomination, sponsors) by January 21st. One ticket awarded per completed form. Raffle tickets will be a used for a chance to win one free stall at each NJQHA show (May, June, September).

B. **Youth** (Kuchta*, Petonak)

- a. 2022 Review
 - i. Good year reported from Kuchta!
 - ii. Dreaming Big & Scratch off Basket raffle - \$3649 income between both
- b. NYATT
 - i. Good runs and patterns!
 - ii. Reiterated NJQHYA provides the most support of any youth group in the US. Other states provide \$0 - \$100.
- c. Youth Elections Meeting on December 10th
 - i. Email sent on 11/9 by Kuchta to send out youth vote to Ale. Vote closes on December 3rd.
 - 1. As of 11.20, 4 votes received by Ale
 - ii. Youth Candidate List
 - 1. President: Adrianna Goolsby, Alyssa Papiez
 - 2. Vice President: Ella Kuchta
 - 3. Treasurer: Karlson Bauer, Caroline Wisniewski
 - 4. Secretary: Alissa Monetti, Emily Kuchta, Jillian Stringer
 - 5. Reporter: Lauren Goolsby
- d. 2023
 - i. Goolsby shared AQHYA Region 5 & 6 Leadership conference is progressing nicely. Adrianna Totten just posted the registration form.
 - ii. State affiliation declaration
 - 1. For out of state youth members, they have to declare New Jersey by May 1st for AQHA Youth World show support.

iii. Instilling AQHYA way - Sportsmanship, "Leave is better than you found it"

C. **Show Committee** (Ale*, Kuchta, Hurley, K Bauer)

a. 2022 Review

Ale:

1. Three shows in 2022 were very successful including the Region 5 championship show.
2. Added some new jackpot/stakes classes
3. PJC show was down slightly in numbers since the NSBA World show was going on the same time and we lost approx. 25-30 stalls. Board made the decision to move the PJC show to September.
4. We have received a lot of good feedback on some of our ideas we put into effect the last few years. Like free breakfast for the exhibitors, exhibitor dinner and the Kona water ice truck, and added classes.

b. 2023 Planning

i. NJQHA Shows

Ale:

1. Hired the judges for all the show
 - a. Making sure each judge received their contracts and have them signed and returned. We may follow up at least 3 times before show season starts.
 - b. Patterns for the shows also requested
 - c. Lining up transportation for each judge and making sure each judge received their contracts and have them signed and returned.
 - d. Checking with the local hotels we use for pricing and blocking rooms
2. Hired the show office staff
 - a. Linda Ceresani and Linda Falls
3. Checking circuit awards and reserve and all around awards.
 - a. Kuchta is in charge of Youth. Reilly will talk with Casso about possibly managing May Spring and September PJC.
 - b. Discussed upping value for circuits
 - i. Hurley is willing to help with awards
4. Lining up the scribes, gate person, and announcer.
 - a. Scribes hired - still looking for PJC
 - b. Announcer reserved all year, same as last year from 2022 Youth Show
5. Contracts signed for NJQHA shows with the Dream Park
6. Order ribbons
 - a. Reilly - Good for May show
7. Tack vendors and photographer
 - a. AE Photography booked for all three
 - b. Looking for tack and hat vendors
8. Need sponsorships for each show for each class

- 9. Giveaways
 - a. Ale suggested one big prize at each show.
 - b. Goolsby suggested this topic is tabled for early 2023 after sponsorships come in.
- 10. Application for each show and send to AQHA
 - a. Need to update showbills to give to AQHA
 - b. 2023 Class Updates
 - i. Adding Open W/T AQHA
 - 1. Add 10 classes (Equitation, HUS, Horsemanship, WP, and Trail in two divisions - youth and amateur)
 - 2. Adding youth and amateur circuits - 12 more for year
 - 3. Will add year-end amateur and youth
 - ii. Open W/T Jackpot will continue as open to all.
 - 1. Showbill placement - Open Jackpot, then Open W/T classes. Goolsby will update and provide to Ale.
 - iii. Stakes
 - 1. Classes were not as successful in 2022 as 2021. Taking pause in 2023.
 - iv. Leadline
 - 1. Moving to western segment.
 - a. May Show - On Saturday, discussed moving to before Small Fry, after 14-18 equitation. On Sunday class 80, before pleasure classes.
 - b. June Youth - On Sunday and Friday
 - v. Ranch Riding
 - 1. May Show: Will continue to hold RR on Thursday / Saturday (after 62)
 - 2. Proposal: Ale motioned to add Ranch Trail to all three NJQHA Shows. Kuchta seconded. **Approved.**
 - a. Discussed class placement at May Show - Thursday (after 79) and Sunday morning (after 801).
 - vi. PJC Two-day Format
 - 1. Saturday - Halter / SMS / Pleasure / HMS / Trail
 - 2. Sunday - RR / RT / Huntseat **Approved.**
- ii. Region 5 Format Update

1. Ale asked for input and feedback from trainers and Region 6 show staff after August meeting. All recommended to keep Region 5 Show one day schedule, thus it will be maintained.
- iii. Other NJ Shows
 1. Chick's Show
 - A. Scheduled for October
 - B. Board discussed waiting for points from an end of October show would cause a delay in a series of events including the year-end point tabulations, point review period, award selection process and possibly the banquet date. The Board also discussed that there is an increasing interest in AAQHC from NJ exhibitors, which is a long and exhausting show and may also inhibit member attendance.
 - i. The Board decided that the points gained at the 2023 Chicks Show will not count for year-end awards. **Approved.**
 2. Delaware QHA has opted not to hold an QH show in 2023, April dates cancelled on Dream Park website.
 3. Sussex CHS status is pending, waiting on Becky Nagy decision
- D. Sponsorship/Fundraising (Goolsby*, Barbaro, D Bauer)**
- a. 2022 Review
 - i. Back Numbers - Raised \$1280, 60+ numbers old
 - ii. Q1 Drive - Raised over \$22K+ from item donations and sponsorships.
 1. People already contacting Goolsby to support 2023. She sent new form and posted notice on Facebook that form is on the website.
 - iii. Harris Headstall - Raised \$1600 - all tickets sold
 - b. 2023 Planning
 - i. Updated sponsor form on website
 - ii. 2023 Back Number. Since it was successful in 2022, Board is interested in doing it again. Goolsby will check with two sponsors about back number support. Kick off the new year to reserve, start January 1st.
 - iii. Harris Raffle - Ale suggested repeating raffle but with a different item. Goolsby suggested to have Senior Association look at Harris idea in early 2023, plus consider lowering the ticket price to \$20.
- E. Hospitality: (Reilly*, K Bauer, Casso)**
- a. 2022 Review
 - i. Banquet Update (Reilly)
 1. Awards (Kuchta*, Petonak, Hurley, Casso)
 - A. Selection deadline was set for November 15th
 - B. Kuchta - Youth award selections received and ordered.
 - C. Kuchta provide Zalakus update on Adult awards - she waiting on several award selections. Board recommendation is to convert all of those that have not responded to check option.

- ii. Other activities
 1. Membership table. Barbaro will maintain, Kuchta is willing to support.
 2. Raffle - Each board member is asked to bring a nice basket or gift
 3. DJ - Booked
 4. Audio - Reilly will check with hotel.
 5. Announcer - Goolsby may have potential conflict and may not be in attendance. Ale suggested that 3 announcers be selected to split the duty. She will ask Karl Bauer.
 6. Banquet Award Booklets - Kuchta asked Goolsby for help. She will send names and awards, Goolsby will format and print off.
 7. Reservations - Reilly has already received 12
 8. 2023 Directory
 - A. Goolsby presented Jan Gerardi drawings for 60th anniversary logo. Board would like to use the upright version. Goolsby will notify Jan and send it to Ursula.
 9. Seat Gifts
 - A. Reilly looking into horse cookies and flashlights

b. 2023

- i. Hospitality will help with judges' snacks and dinners
- ii. Ale food recommendations for future shows
 1. Cold dinner options, leftovers easy to put out next day.
 2. Chili day for cold weather shows
 3. Hot fudge station
- iii. Breakfast
 1. Board would like to invite back Butewicz Realtors. Lots of compliments! Goolsby will contact with 2023 dates.

F. Promotion / Advertise (Goolsby*)

a. 2022 Review

- i. Website
 1. 2023 Forms updated except Youth bylaws and NJ Bred
 - A. Award Rules Review
 - i. In light of the AQHA Open W/T classes added, Goolsby requested the Board to re-review. Reilly suggested adding AQHA rule on Open W/T to the wording.
- ii. Facebook: 2,341 Followers as of 11.20.22
 1. 16% Increase (321) since end of January
 2. Metrics in Appendix
- iii. Website
 1. Traffic has also increased, metrics in Appendix
 - A. June highest month, primarily direct or through Google search.
- iv. Sweatshirt / T-Shirts Drive

1. Received compliments from membership. Exceeded estimated t-shirt sales. Did not hit sweatshirt estimate but donor prevented extra fee charge by purchasing sweatshirts for leadline members.

OLD BUSINESS

- 1) Professional Horseman's Association Support (Ale)
 - a. Two 2023 Stalls donated to auction
 - i. Winning bids from Heidi Kling and Rebecca Folk
 - ii. Barbaro will let the Show Staff know for the Youth Show
 - b. \$1000 donation voted in at 8.27.22 meeting. Kuchta is still planning to approach the Youth.

NEW BUSINESS

- 1) Updates for 2023
 - a. Show updates (Refer to Show Committee section)
- 2) 2023-24 Candidate Presentation (Kuchta)
 - a. Three candidates for the three Board member openings: Danielle Marcine, Pierre Briere, Courtney Van Grouw
 - i. Following the NJQHA Bylaws, Article IV Election of Officers, Section 4, the Secretary can cast a single vote to approve candidates when the positions are unopposed. Goolsby casted her vote. Congratulations to our new Board members starting January 1, 2023.
 - b. The Board is still seeking a replacement for Secretary.

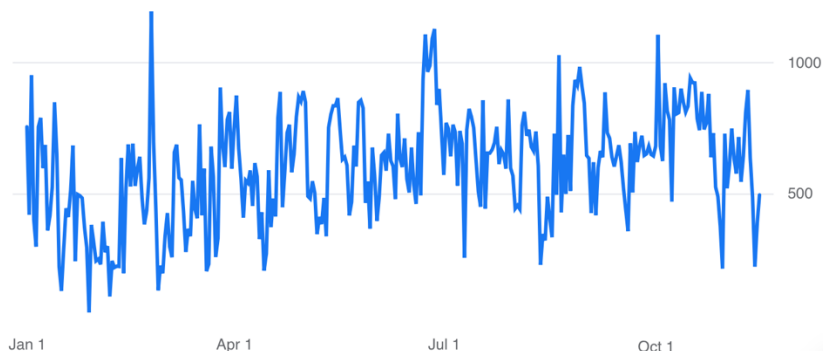
Meeting adjourned at 3:04 pm as motioned by Ale; Hurley seconded. Meeting time included a brief food break. Next Board meeting will be held at the Holiday Inn in East Windsor, NJ on January 21st before the awards banquet.

APPENDIX

Facebook Metrics

Number of page views (Jan 1 - Nov 15, 2022)

190,591 viewed ⓘ
Nov 15, 2022

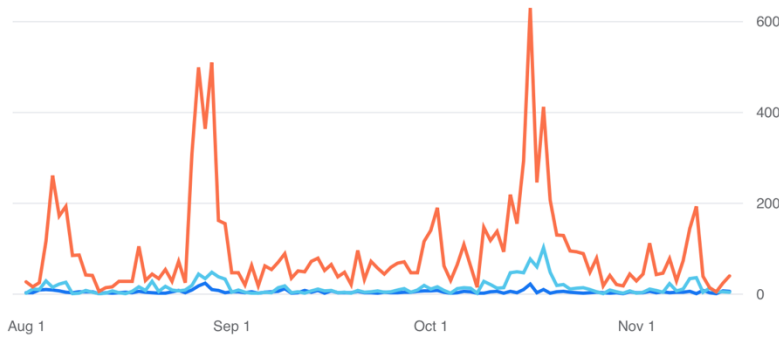


All ⓘ

- 424 Posts
- 1,429 Comments
- 10,206 Reactions

Aug 1, 2022 - Nov 15, 2022

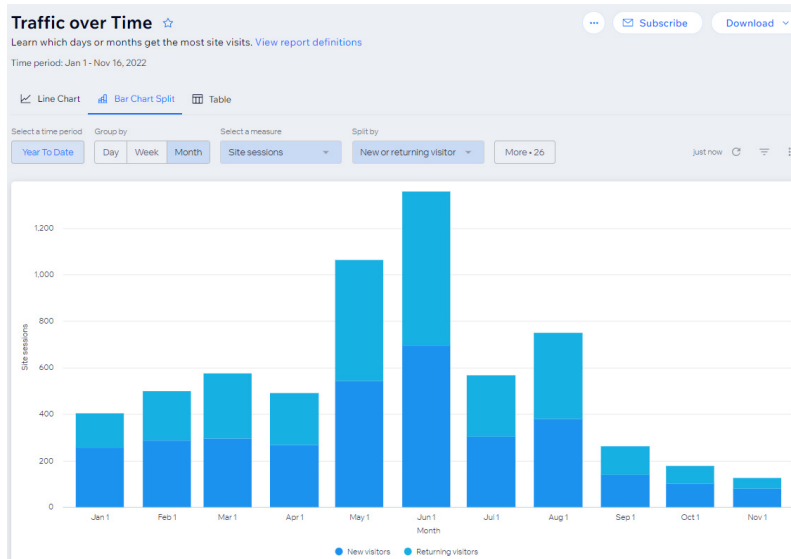
Posts Comments Reactions All



Top Posts by Month based on reach (Aug - Oct):

AUGUST		SEPTEMBER		OCTOBER	
1	3665 8/9 Stakes Reminder	1879	9/14 Team Wrangler	4323	10/14 D Meshach 2nd
2	2806 8/6 Sussex High Points	1513	9/9 Horse Trailer 4 Sale	3944	10/19 D Meshach
3	2663 8/27 Around the pen	1360	9/25 2023 Show Dates	2189	10/17 K Thomas Trail
4	2609 8/27 Adult Leadline	1254	9/9 Chick's Date	1488	10/15 NYATT Team
5	2485 8/24 PJC Agenda	1241	9/23 S Stellato Ad	1292	9/12 E Brown
6	2399 8/4 Guy Stoops Scholarship	1158	9/20 A Papiez Ad	1242	10/8 Kylie Good
7	2015 8/27 RR Stakes Smith	1002	9/14 P Salvatore Team	1220	10/16 A Meilleur
8	1453 8/5 SMS Showdown	977	9/21 In the media	1193	10/6 Meilleur Perf
9	1449 8/30 PJC Halter Leonarski	942	9/25 Congrats Haddie	1136	10/24 Congrats Holmes
10	1445 8/5 NYATT Team	903	9/8 N Totten	1049	10/18 S Stellato

Website (NJQHA.com)



Traffic over Time

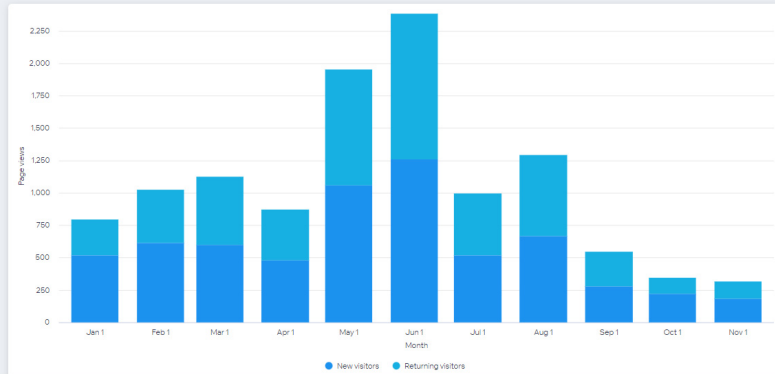
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Time period: Jan 1 - Nov 16, 2022

Line Chart Bar Chart Split Table

Select a time period: Year To Date
Group by: Day Week Month
Select a measure: Page views
Split by: New or returning visitor
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Line Chart Bar Chart Split Table

Select a time period: Year To Date
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