

Deep South Peruvian Horse Club Board Meeting Minutes  
Submitted by Pam Bailey, Secretary  
August 29, 2009  
Ridgeland, MS

Officers present: Don Bailey, President, Carolyn Mittrick, 1<sup>st</sup> Vice President, Karen McCord, Treasurer, Pam Bailey, Secretary, Bill Presley

Officers not present: Glenn Helman, 2<sup>nd</sup> Vice President, Gladys Freeman

Members present: Kim Bailey

The meeting was called to order at 12:30 p.m. by President, Don Bailey

**Items of discussion:**

1. Approval of Minutes from last meeting, March 28, 2009  
Karen McCord made a motion that they be approved; Carolyn Mittrick seconded. All were in favor.
2. Treasurer's Report – Karen McCord (See attached for full report). *Highlights:*
  - a. Net income for the year was \$5,203.45, a 600% increase over last year.
  - b. The club had \$22,584.44 in the bank as of 3/31/09.
  - c. Revenues increased nearly 22% over last year, while expenses increased only 12.6%. These expenses included \$2,500 in show prize money.
3. 2010 Show planning – Pam Bailey
  - a. Show Date and location - **March 26, 27, 28, 2010**, Kirk Fordice Equine Center, Jackson Fairgrounds, Jackson, MS –This will be the club's 15<sup>th</sup> annual show.
    - i. Facilities Contract – *1 year contract executed and deposit of \$1,200 paid.* The Fairgrounds has stopped offering multiple year contracts. However, they will guarantee us the last weekend of March for 2011 but may opt to raise the rate.

At this time, Karen McCord made a motion that items b, c and d be approved as presented. Carolyn Mittrick seconded the motion. All were in favor.

- b. Judge – Mimi Busk Downey - Pam Bailey will handle arrangements and agreement.
- c. Show Committee:
  - i. Chairman – Pam Bailey
  - ii. Co-Chairman – Karen McCord
  - iii. Show Secretary – Naomi Scull
  - iv. Show Announcer – Carolyn Mittrick
  - v. Show Steward –Manny Brito – Pam Bailey to handle agreement and arrangements
  - vi. Ring Steward –Joline Bell Hahn – Pam Bailey to handle agreement and arrangements
  - vii. Gate Steward – Bill Presley - Manny Brito will assist
  - viii. Show Veterinarian (including drug testing) – Dixie Equine

- ix. Show Photographer – Stephen Lasko retired – must find another; all working on this
- x. Barn Superintendant – Billy Covington
- xi. Security – Don Bailey
- xii. Entertainment – Peruvian Pasobilities, Cowboy Mounted Shooters, Pat & Debbie Doyle
- d. Premium Book – Pam Bailey
  - i. Class List – Pam Bailey
  - ii. Printing – Pat Waggener, Acme Printing
  - iii. Editing: Pam Bailey, Karen McCord
- e. Clinic *discussion* – Everyone thought the amateur clinic was a success last year. Mimi Busk Downey will conduct an Amateur Show clinic on Thursday afternoon before the Meet the Judge social.
- f. NAPHA liason – Pam Bailey
  - i. NAPHA show approval - All NAPHA permission and approval documents and fees (\$500 show approval) will be submitted on time per NAPHA requirements.
  - ii. NAPHA show points - DSPHC Classic VX will use a NAPHA-carded Show Steward and Drug testing to enable exhibitors to earn double points where applicable.
- g. Ribbons, Trophies, Gifts, Awards and Decorations – Kim Bailey, Fran Cottle, Carol Covington, Jean Melton
  - i. Ribbons - BKB Gold Stamp Company
    - 1. Return 2008 ribbons – Kim Bailey - done
    - 2. Order 2010 ribbons – Kim Bailey – NOTE: We have several Laureado prospects for 2010; make sure we order enough ribbons and trophies
    - 3. BKB accepts old (excellent condition) DSPHC show ribbons for recycling which results in significant savings to the club. Kim Bailey suggested that a note be added in the Premium Book to encourage exhibitors to bring in ribbons they don't want. We will have a recycle box in the show office.
  - ii. Awards - Most awards have already been ordered by Fran Cottle. Make sure we have Laureado/Laureada prospects covered
  - iii. Judge gift – Fran Cottle
  - iv. Recruit ribbon/award presenter volunteers – Pam Bailey
  - v. Prize/Award *discussion* – The opinion of the group was that prizes offered at the 2009 show contributed to the overall financial success. It was considered a good idea to continue offering cash prizes and figure out ways to use them to attract even more exhibitors – both show veterans and potential newcomers, specifically novice riders. We decided to up the amounts and add additional categories. During this discussion, the members present came up with the following prize allocation ideas:

New – Novice Performance Purse, with a guaranteed minimum pot of \$500

Trail Purse – Add guaranteed minimum pot of \$500

Open performance purse – Add guaranteed minimum pot of \$500

Best Gaited Horse of Show – Increase from \$500 to \$1,000

High Point Amateur Owner to Ride – Increase from \$500 to \$1,000

Ch of Ch. Luxury Gelding, \$1,000

Ch. Of Ch. Breeding Mare, \$1,000

Ch. Of Ch. Breeding Stallion, \$1,000

**Note:** Additional discussions were held after this meeting that changed the prize amounts and allocation. See addendum below.

- h. Program Book – Pam Bailey, Pat Waggener, Acme Printing
  - i. Ad sales – ALL
  - ii. Editing – Pam Bailey, Karen McCord
  - iii. Printing – Pat Waggener, Acme Printing
- i. Trail/Fun Classes – Bill Presley, Pat & Debbie Doyle
- j. Show Equipment/supplies:
  - i. Bill Presley has trailer and contents, he will design patterns and is responsible for props for trail, fun, obstacle classes
  - ii. Glenn Helman will be in charge of onsite supply needs from Sam's (club soda – glasses, bottled drinks for officials, ice, plates, utensils, etc. needed during show)
  - iii. Carolyn Mittrick will purchase new stereo system and bring it to show
- k. Show Hotel – Karen McCord; Hampton Inn still 1<sup>st</sup> choice for official hotel; Carolyn had problems last year with blocked rooms being gone before deadline, make sure to keep a close eye on this for 2010
- l. Fundraising, Sponsors– ALL
- m. Raffle /Silent auction - The horse raffle had to be cancelled at the last minute last year because the donor withdrew the gift because the horse was sick. General consensus was that we don't want to raffle a horse again this year, but recognized the need to find an alternate solution to bring in approximately \$3,000 in income. Ideas were bounced around like a trail riding getaway and other trips to be used for a raffle and/or add to silent auction. Entire board must work to put something together.
- n. Publicity – Karen McCord, Pam Bailey
  - i. Great media coverage (including a live, drive-time radio interview and an article in the Weekend section of Thursday's Jackson Clarion-Ledger) were scored for the 2009 show. Keep on those efforts for 2010. Pam Bailey has secured cover story on Mississippi Ag Report sometime during the month before the show and will be responsible for submitting article by Feb. 1<sup>st</sup>.

- ii. Ad for NAPHA National Show Program Book – It was decided that we should do a color ad. Deadline for submission is September 1<sup>st</sup>. Note: After the meeting, the ad was prepared and submitted. *See attached.*
- iii. Press release - PB
- iv. Jackson Convention & Visitor's Bureau – They had no underwriting money for us in 2009 – down from \$980 last year, which was disappointing. They can't guarantee anything for 2010.
- o. Hospitality – Ann Barnes
  - i. Thursday night social
  - ii. Friday night catfish/crawfish – Price must increase on crawfish to \$10 per person, Baileys and Foglemans in charge
  - iii. Saturday night dinner
  - iv. Officials drinks and lunches
  - v. Exhibitor's breakfast (coffee, doughnuts)
- p. On-site show management – opening and closing office, etc. – Don Bailey, Billy Covington

#### 4. New business

1. New opportunity to promote Peruvian Horses- As Mississippi Director of the Black Stallion Literacy Foundation (BSLF), Karen McCord is organizing a benefit performance by the on Tuesday, September 22<sup>nd</sup> at the Kirk Fordice Equine Center at the Mississippi Fairgrounds in Jackson to raise money to support BSLF's literacy enhancement programs in Mississippi. It will be headlined by The Arabian Nights – Orlando's premier equine attraction. She invited the Peruvian Pasobilities Drill Team to do the opening flag ceremony and performance and they accepted. She also invited all board members to come and ride their horses in the arena during the pre-show timeframe. This event is expected to draw a large crowd. Tickets for the benefit are \$10 each and are available on ticketmaster.com under Mississippi Fairgrounds

There being no other items of business, the meeting was adjourned.

1. Attachment #1 – Treasurer's Report
2. Attachment #2 - Ad for National Show Program Book

## **Addendum**

Further discussion was held after the board meeting regarding show prize amounts and allocation. Pam Bailey learned during conversations with Mimi Busk Downey that the Canadian National Show awards prize money to Champions and gives awards only to Champion of Champions. This idea was well received within the DSPHC board. We also recognized the need to incent performance categories in addition to breeding categories. The final allocations and amounts were determined by a majority poll (including Don Bailey, Carolyn Mittrick, Gladys Freeman and Pam Bailey) and are as follows:

\$500 Cash Prizes will be awarded to:

Best Gaited Horse of Show  
High Point Amateur Owner to Ride  
Champion Performance Horse  
Champion Amateur Performance Gelding  
Champion Amateur Performance Mare  
Champion Amateur Performance Stallion  
Champion Luxury Gelding  
Champion Breeding Mare  
Champion Breeding Stallion

In addition, Reserve Champions in these classes will each be awarded **\$250**.

Novice Performance, Open Performance and Trail Classes will have a guaranteed minimum purse of \$500 each  
—to be split 50% to 1st Place, 20% to 2nd Place and 20% to 3rd Place