

CANADIAN



WARMBLOOD

# CWHBA Ontario Chapter 2021 AGM

## Minutes

SATURDAY DECEMBER 4<sup>TH</sup>, 1 P.M. – 2 P.M.

### VIRTUAL MEETING

**Attendees: Susan Jenkins, Louise Masek, Bailey Robinson, Maria Arditto, Heather Cowell, Helga Alcorn**

**Guests: JJ Foulds, Jackie VandenBrink**

- Call meeting to order
  - Motion to accept: Helga A      Seconded by Louise M      Passed
- Adoption of Minutes of 2020 AGM as circulated
  - Motion to accept: Bailey R      Seconded: Louise M      Passed
- Business arising from Minutes
- Motion to accept agenda as circulated: Susan J      Seconded by: Helga A  
Passed
- Additions to Agenda
- Introductions – Current Executive and AGM Attendees
- Welcome - President's Report
  - Covid created significant challenges and changes
  - Meeting now are virtual
  - Had three mare inspections and 1 on farm inspection with limited attendees
  - Memberships have increased due to multiple inspections venues
  - Stallion licensing had few entries and was a virtual event, a first for Ont Chapter
  - Has set a precedent for working virtual for future events
  - National Update: Equis online registration software is being rolled out with data from CLRC transferred which allows members to complete registrations online
  - National has opened an administrative office and working to clear any CLRC backlogs
  - National has updated website and each Chapter is responsible for updating their portal with Chapter news, new horses, foals, show dates etc.
  - Chapter needs more volunteers for inspections
  - Breeding in Ont is healthy
- **Reports** (written and attached or presented verbally for recording)
  - a. **Financial** – Susan J      Questions \_\_\_\_\_ Discussion \_\_\_\_\_
    - Any discrepancies will be reconciled for yearend financials
    - Lower revenue due to decrease in open class entries the past two years
    - Suggest Chapter investigates fund raising events

- Chapter receives revenue from National for mare (\$45/mare) and for memberships (\$3) revenue for SSA not known at this time
- Increase in costs due to compensating volunteers for mileage, meals, e-transfer fees
- Motion to accept financials as is with the conditions discrepancies are reconciled in yearend statements by Bailey R      Seconded: Helga A

**b. Inspection Tour –Report Bailey R**

- Ont Chapter held 3 mare inspections, one on farm and 1 stallion licensing
- 5 Mares inspected (1 premium and all 5 approved)
- 5 mares: 2 thoroughbreds, 2 warmbloods and 1 unknown.
- A change to inspection format: all scores uploaded to a one drive shared with National after each inspection
- Another change was that the same judges were used for each inspection to ensure consistency in scoring
- 1 On farm inspection not past of National tour end of October resulted in another 6 mares being inspected and approved with 1 premium
- The on farm inspection was for a new member who has a breeding program
- As a result, Ont Chapter inspected 11 mares in total
- Discussion was held on the differences between National tour inspection criteria (breeders accumulate points for national awards)
- Discussion on expanding Chapter offerings with riding horse test, mare free jumping etc.

Motion for a follow up meeting to discuss riding horse tests and test rider criteria with Jackie V in attendance: by Bailey R      Seconded by Susan J  
 Meeting to look at how to educate members and setting up the proper expectations of participants

**ACT: Bailey to call meeting in January**

**b. Foal Futurity: Bailey R**

- 4 entries
- Change to format – include dam/sire information
- All entries have been paid out and ribbons distributed

**Open Classes:** 6 foals, 4 yearlings, 1 – two-year-old, 1 three-year-old no four year olds

- Need to order more ribbons, current supplier is Highpoint, suggest looking at other sources to ensure we are getting best value

**ACT: look into getting quotes from suppliers in new year**

- Consider getting prize sponsorship for Open Classes

**2022 Inspections**

- Need to revisit number of venue locations (one east and one west)
- Can start planning 2022 mare inspections as most equine competitions have published schedules

- Need to be cognizant of Covid and distances for attendees
- Goal is to balance reasonable travel time and chapter costs

#### **Awards**

- all prizes have been distributed

#### **d. Communications – Helga A**

- Facebook Group Canadian Warmblood Ontario Chapter
- Not an open group – however FB has changed the way these groups are managed and but appears to have no impact on CWHBA group
- Work with Maria A – she has excellent marketing/social media skills
- Currently 668 total members as of Dec 2021
- Have seen small increase from last year
- Traffic spikes around inspection timeframes
- Popular day is Sunday and popular times pages are visited is 8 pm
- Growth most noticeable around Mare Inspections
- Suggest Social Media and Communications a social media blitz in March to showcase Ontario approved/licensed stallions
- Suggest redirecting members posting sales of horses to National website
- Providing photos for National new website – will be trying to get new photos of Ontario stallions

#### **e. Marketing/Social Media - Maria A**

- FB and Instagram page visits up from 250 to 500

**CLRC – EQUIS:** Louise

- Cleaning data from CLRC and is more challenging than anticipated
- Equis software easy to use
- Software to do live in February
- Question raised on what happens to existing membership cards and numbers

**ACT:** communicate that membership renewals to go to National and provide a link using social media

**WEBSITE:** Susan

- New website is live
- Chapter responsible for posting inspection dates

- **ELECTION OF EXECUTIVE POSITIONS TO BE FILLED**

- Nominations received for Vice President and Marketing/Social Media
- Nominations were accepted and passed

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- **RATIFICATION OF EXECUTIVE**

President: Heather Cowell

Vice president: Maria Ardito

Sec/Treasurer: Susan Jenkins

Director Communications: Helga Alcorn

Director Marketing/Social Media: JJ Foulds

Mare Inspections Co-coordinator: Bailey Robinson

Director at Large: Andrew Dalnoki

Director at Large: Hans Nibourg

National Director: Bailey nominated Louise Masek, accepted and passed

National Director: Susan Jenkins

National Delegates: Heather Cowell, Maria Ardito and Jackie VandenBrink

Accepted and passed

- Other Business

**Email addresses:**

Ontario Chapter: Heather Cowell (heathercowell94@gmail.com)

Helga Alcorn (halcorn@quadro.net)

Ontario Inspections: Bailey Robinson(abcstables2010@gmail.com)

JJ Foulds (jjfoulds926@gmail.com)

- Motion to Adjourn