



**ARABIAN RACING ASSOCIATION OF CALIFORNIA
BOARD OF DIRECTORS MEETING MINUTES
February 26, 2018 at Harris Ranch, Coalinga CA**

Board Attendees: Treasurer Henrik Smeding, Secretary Terri Eaton, Katherine Barbeau, Lynn Bennett
Member Attendees: Jim Schleimer, Nicki Forbes-Robinson, John Degenfelder, Michael Brown, Joe Gibson, Evelyn Call, Dorothy Burt, Marla Melloway, Norma Corbin, Peter DeVries
Guests Present: Pamela Burton (Horse Reporter), Vicki Gaebe (web site consultant), Penny Marris, Curt Johnson, Dennie and Randy Gault

Board Chairman Cory Soltau called the meeting of the Board of Directors to order at 11:50 AM at Harris Ranch.

Mr. Soltau asked each person present to identify themselves and to tell their stories about their involvement with Arabian horses.

The minutes of the Board Meeting on December 12, 2014, were reviewed by the board. It was moved by T. Eaton, seconded by Mr. Smeding that the minutes be approved. The motion carried unanimously.

The financial report was presented by Mr. Smeding. He reported that he received an email from Joe Willis regarding Cal Bred Stallion Award Funds. Mr. Willis reported that John McDonough, Legal Counsel to the CHRP, has informed Mr. Willis that since there were no winners last year the funds rolled over until there is a qualified stallion winner.

Mr. Smeding presented balance sheets of the bank accounts.

The Cal Bred account has a current account balance of \$29,735.84. There are four checks written but not yet posted to the bank account totaling \$11,374.82. The balance is available is \$18,361.82.

The savings account has an account balance of \$19,601.37.

The general checking account has an account balance of \$9,080.39. There are current checks received but not yet deposited in the amount of \$210.00; checks written but not yet posted in the amount of \$2,858.76, and guarantee owed to Harris Ranch in the amount of \$250.00. The available balance is \$2,608.76.

The Board discussed the racing incentive program and decided to keep it in place with a \$400 incentive of up to \$400 per race. The cost of the storage unit was discussed. Ms. Forbes-Robinson will arrange to have the six boxes stored there delivered to Mr. Brown who will store them in his office storage locker at no cost.

The three checks to Hensieck & Caron, CPA's for \$2,500.00 each were for tax return preparation and audits for 2014, 2015, and 2016. The Board discussed those costs. The consensus is that those costs are be unreasonably high and will investigate to determine if they can be reduced.

The Board began discussions of a budget for 2017. At this time the projected income is very uncertain. Budget discussions were tabled until reliable income numbers can be more accurately estimated. The Board will meet soon to complete the budget.

It was moved by Ms. Eaton, Seconded by Ms. Bennett that the treasurer's report be accepted.

Mr. Gibson asked to comment on CARF payments to out of state thoroughbreds. He reported that CARF pays 1,000.00 to out of state thoroughbreds to come to California. He suggested that CARF be approached to try to obtain the same payments for out of state Arabian Horses.

Mr. Soltau informed the Board that there are four vacancies on the Board. Resignations have been received from Sam Vasquez, Susan Willis, Henrik Smeding and Lettie Smeding. Mr. Soltau reported that he has corresponded with Ms. Willis asking her to reconsider resignation but is not received the firm response. Mr. Soltau appointed Michael Brown, Nicki Forbes-Robinson and Evelyn Call to the board subject to the approval of the remaining Board members. The board determined that because of the residency requirements any new board members should be appointed to replace specific existing seats vacated by resignation of board members.

It was moved by Mr. Smeding, seconded by Ms. Eaton that Mr. Brown be appointed to the seat vacated by Ms. Willis. Mr. Soltau requested that seat not be filled until he received a response from Ms. Willis. It was moved by Ms. Bennett, seconded Ms. Barbeau that the motion be amended to state that Mr. Brown be appointed to the seat vacated by Mr. Vasquez. The amendment was accepted. The motion carried unanimously.

It was moved by Ms. Bennett, seconded by Ms. Eaton that Evelyn Call be appointed to fill the seat being vacated by Ms. Smeding The motion carried unanimously.

It was moved by Mr. Smeding, seconded by Ms. Eaton that Ms. Forbes-Robinson be appointed to fill the seat being vacated by Mr. Smeding. The motion carried unanimously

Mr. Soltau appointed Mr. Brown to the treasurer improve the board there being no opposition the appointment was approved

Mr. Soltau reported that the position of vice chair vacated by his relation to the position of chair is required to be filled by normal board election process. Was moved by Mr. Brown, seconded by that Ms. Bennett that Ms. Forbes-Robinson be elected to the office of vice chair. Ms. Forbes Robinson declined the appointment. Motion was amended to move that Ms. Eaton be elected to the position of vice chair. There being no other nomination Ms. Eaton was elected to the position of vice chair.

Mr. Soltau appointed Ms. Forbes-Robinson the position of secretary. There being no opposition the appointment was approved.

The meeting was temporarily adjourned at 1:40 p.m. for lunch

The meeting resumed at 3:05 p.m. following an executive session.

Ms. Call, membership chair, reported that there are currently 32 paid members. Members who have not yet renewed are being contacted.

Mr. Soltau reported that the board has decided to eliminate the position of Breed Representative as a paid position. There was further discussion of how to deal with the functions of the breed representative. Mr. Smeding reported that Mrs. Smedling informed him that the contract with CARF requires that ARAC designate a breed representative. All the board did was eliminate the breed representative as a paid position. If the contract CARF requires a designation of an individual to Mr. Gibson would be available to do that. No further action was required.

The Board and the members present were given a presentation by Pamela Burton, a promotion and marketing expert and editor/owner of HorseReporter, on the subjects of promotion and marketing. Ms. Burton provided the board with a printout of the fundamentals of her presentation and a printout of costs of presenting our message in various horse related publications. Copies of those two pages are attached. Her services include email blasts and she offered a two for one special to ARAC and all members for a limited time.

The board then was given a presentation by Vicki Gaebe, our web site consultant and an expert in using social media to get out the message of the importance of Arabian race in California and to use social media to advertise Arabian racing in California. She has donated a great deal of time and effort updating the ARAC website and Facebook page.

After the two very thorough presentations, by consensus the board agreed to conduct additional research and investigation into using advertising and social media to raise funds to make Arabian racing more attractive in California and to educate the public and horse owners of the benefits of Arabian horse racing.

Mr. Soltau reported that several members volunteered to sell beer and hot dogs at Golden Gate Fields on Saturday, February 24, 2018. GGF donated \$1,000.00 for ARAC in return.

Mr. Schleimer reported that he is working on potential sponsorships and in contact with the fairgrounds marketing team for their data on attendance, etc.

There being no further business before the board, the meeting was adjourned at 4:50 p.m to be followed by ARAC Awards and casual dinner.

Respectfully submitted,

MICHAEL BROWN, Acting Secretary
NICKI FORBES-ROBINSON, Secretary