

BOD Meeting March 22, 2023- ANNUAL MEETING

Call to order by **President Nancy Edwards** at 7:01 pm.

Welcome everyone to the annual meeting! Please mute your phone. Talk slow and clear so everyone can hear you.

Roll call: **An attendance chart is attached to these minutes.**

GUEST SPEAKER: Elizabeth Simonis, Associate Attorney at Michael Best & Friedrich LLP:

- Topic of discussion: Legal Issues that the Equine Industry is Facing
 - The equine industry has a big economic impact. There has been a 21.43% decline from 2003-2016 in the horse population.
 - The trending legal considerations are: taxes, ESG (Environmental, Societal and Government), contracts and grants.
 - Taxes: Is it a hobby or business? Sales and use taxes, property taxes, tax deductions and more.
 - Sale of horses and boarding/maintenance
 - Outside services such as farrier.
 - Commissions
 - Tax on feed used for training horses.
 - Not taxed: riding lessons
 - ESG
 - Incredible increase in Activist groups
 - Welfare is a concern for all.
 - Training, drugs and space are all subject to scrutiny.
 - Environmental bar is being raised every year.
 - Manure management
 - Carcass disposition
 - Immigration and Visa
 - Contracts
 - Equine contracts are the classic examples of bad actors and expensive litigation.
 - Written contracts and their negotiation are important.
 - Beware of fraud when selling
 - Reputation matters in this industry.
 - Grants
 - Billions of dollars have been infused into the economy over the last decade.
 - Farm owners and industry should pay close attention to what is available to them.
 - Manure and runoffs
 - Clean energy
 - 501(c)(3) charity grants

Minutes from February 22, 2023:

- Motion made by Floyd Finney to approve the February 22 minutes, seconded by Dana Sechler. Passed.

Treasurer's Report:

- The financial report is included in the meeting packet; there was nothing more.
- A reminder to submit your budget requests by April 8th.
- Dana Sechler motions to accept the treasurer's report as presented in the packet, seconded by Floyd Finney. Passed
- WSHCEF (Wisconsin State Horse Council Equine Foundation) financial report; there are no changes from the last report.

WHC BOD introductions and Get-To-Know Session:

- Introductions were done by all directors. Each director introduced him/herself and said a few words about their equine experience.

Legislative report: Jolene Plautz/Dana Sechler:

- Last month WHC discussed the animal cruelty bill. The bill has been killed as all groups except bear hunters were against the bill.
- Wisconsin Farm Bureau Federation: Anne Murphy and Dana Sechler went to a Farm Bureau Federation meeting and were invited back to represent the WHC.
 - Wisconsin Ag Coalition update: this is a part of the Wisconsin Farm Bureau.
 - Membership exchange update: Dana presented the membership exchange but has not heard back from the Farm Bureau Federation about the idea.

- A membership would be \$60/annually if a membership exchange does not happen. Gail Seazor motions that WHC joins the Farm Bureau; seconded by Cricket Jewett. Dana will be the representative at the Ag Coalition meetings.
 - Ag Day at the Capital update: directors who are attending need to be in Madison at 11 am.
 - Info on Banning Autonomous Vehicles Until they recognize Equine- Lee Sackett
 - There is WI representation on a bill to ban autonomous vehicles until there are some safety standards to recognize subjects such as motorcycles put in place and are tested to ensure they work.
 - Bill LRB 0852/1 & LRB 2270/1- Regarding County Registration of Animal-Drawn Vehicles- by Senator Marklein
 - This is the similar version of the bill that surfaced three years ago that was defeated. The bill only covers buggies used for transportation, not recreational or animal husbandry vehicles. Jolene feels we cannot defeat this bill unless some Amish show up at the hearing and register to speak against. Pat Jenkins and Joe Parr will contact their Amish contacts to see if there is an interest in attending this hearing and registering.
 - Jim Harris motions that WHC will oppose the bill if we can get support from the Amish community; seconded by Katie Bachhuber. Passed.

Midwest Horse Fair Report:

- A report was included in the meeting packet; nothing additional to report.

PR Committee Update:

- There is a sign-up sheet in the meeting packet for volunteers for the WI Farm Tech Days being held in July.
- There is a sign-up sheet available for directors to help at the WHC booth at the MHF.
- There is a sign-up sheet available May 20-21 for the WI Dressage group is having a clinic. WHC granted them a sponsorship and in exchange, they are giving us a booth at the event.
- There are some other events that WHC could attend- Bonnie Shepherd has a running list; anyone interested in attending these events can reach out to Bonnie.
- There is a Quarter Horse clinic on Saturday after MHF. WHC can have a booth if interested; Bonnie is considering attending.

Long-range Planning (LRP) Reports:

- Redesign WHC logo and name discussion: This process is slowing down. A graphic designer will be getting involved with the process. A discussion followed on what the cost of changing the logo would cost us. The current logo is on all our banners, on multiple websites and on all of our PR materials. The rebranding of a new logo would be time consuming and costly to replace all banners.
- Determine the needs of the Equine Industry: no report- this is in process and will be worked on after the MHF.
- Research potential for Executive Director or Part-time Marketing Individual. Two different job descriptions were sent out the directors to review. A discussion will be held in the May meeting.
- Disaster plan committee: Anne and Nancy are working on putting the information together in a format that is workable.

Old Business

Elections:

- President: **Anne Murphy**
- Vice President (one-year term to fill for Anne Murphy moving to President): **Katie Bachhuber & Dana Sechler**
- Secretary: **Jill Feller**
- At-Large Member: **Gail Seazor**
- Midwest Horse Fair: **Jill Feller & Nancy Edwards** (elect 2)
- Budget & Finance: **Nancy Edwards, Dana Sechler, Bonnie Shepherd & Jim Slovik** (select 3)
- Equine Foundation (EF): **Lori Helmer, Janice Pieper & Diane Sackett** and write in's **Sharon Haksteed, Lee Sackett** (select 4). All were elected to serve on the EF.
- For president, secretary, at-large member, and MHF- Lee Sackett motions to have unanimous decision on the ballots; seconded by Dana Sechler. Passed.
- Lee motions that once the ballots are counted, the ballots are destroyed; seconded by Dana. Passed.

Proposed Bylaw Voting Results:

- All the proposed bylaws passed.
- The changes will go into effect immediately.

Distribution of MHF Tickets & Programs:

- Tickets were distributed after the meeting.

Coalition of State Horse Councils Report & Hosting Fall Meeting 2023- Nancy Edwards

- Nancy quoted some statistics regarding equine vets. The number of students graduating into equine practices are low.

New Business

WHC Program Idea for Tack Stores Statewide- Pete Lewke:

- There was an idea circulating to bring awareness to tack stores around the state of WI. This program would help to push the equine businesses in WI. Pete showed a beer passport as an example and explained how the program works and how it could transfer to a program for equine businesses. Basically, the tack stores would be advertised within the passport. The passport encourages owners of the passport to visit the tack stores found in the document. Upon visiting one of the advertised tack stores, their passport is 'stamped'. At the end of the designated period (usually a year), people with stamps in their passport could be eligible for prizes. No action other than discussion was taken on this subject at this meeting.

Other:

- **Reminder of Deadlines:**
 - Budget Form Submission- 4/8/23

Future Meeting Dates:

- April – NO MEETING
- May 24, 2023
- June 28, 2023

Motion made by Scott and seconded by Floyd to adjourn at 9:14 pm.

Respectively submitted,

Jill Feller
WHC Secretary