

Arabian Horse Youth Association
Board of Directors Meeting

Approved Minutes
November 22nd, 2020
Online

I. Welcome and Call to Order – Brooke

Meeting called to order: 10:04 am

II. Roll Call/Introductions – Brooke

- Brooke Backlund-R10
- Grace Smith-R5
- Bella Fajardo-R1
- Acadia Palmer-R2
- Emily Ardval-R3
- Marin McKee-R5
- Karina Kimery-R7
- Brooke Hofman-R8
- Payne Harper-R9
- Grace Williams-R10
- Taylor Smith-R11
- Violet Audi-R13
- Ashley Staley-R14

Adults on zoom:

- Cindy Howey, R8 AHA Youth Committee Vice Chair
- Debbie Himmel AHA Youth Committee Chair R9
- Linda Abston, R9 adult guest
- Kelsey Berglund AHA Director of Events and Marketing
- Deborah Jonshon
- Lisa Blackstone
- Brenna Johnson

III. Approval of Agenda – Brooke

- **Grace Smith Approves agenda**
- **Taylor Smith seconds it**
- passes

IV. Treasurer's Report – Brenna

- Less money made, but less money spent on Hippology and Youth Judging Contest
- Money made up with sponsorships

V. BOD Roles & Responsibilities – Brenna

a. Welcome!

VI. Regional Reports – Brooke

Region 1:

- CA-no shows
- Focus on social media
 - Facebook up 58%

- Gain of 300 Instagram followers

Region 2:

- Store for used tack to raise money

Region 3:

- Emily Arvdal new director
- New program with Sonoma county for a meet and greet at new barn following COVID regulations

Region 5:

- Successful fundraisers at regional show
- Get togethers over summer

Region 7:

- Fundraised with summer camps
- Launching a virtual show in December
- Community service project around Christmas
- Organizing youth events for 2021 Region 7 show with a Disney theme

Region 8:

- Facebook auction

Region 9:

- Approved regional show t-shirt

Region 10:

- Regional show cancelled
- Focus on social media(games, contests, etc.)

Region 11:

- Caroline Elik won Youth of the Year(will be announced shortly on their social media)

Region 13:

- Show moved to August

Region 14:

- Event for military families to interact with Arabians at one of the barns

VII. Unfinished Business – Brenna

- Conference Calls/ Meetings Review
 - Increase number of conference calls
 - Quick 30 min-hour long calls
- Instagram Takeovers
 - More Instagram takeovers-let Brenna know if you are available
 - 1-2 per month
 - Get one set-up for one between now and end of December

VIII. 2020 Youth Nationals Debrief

- Lucky Ponies – Unicorns this year
 - Partnered with AHPA.
 - Already sponsored-no costs
- Your thoughts – Mid Summer classes, keep the feeling of Youth
 - Currently planned as Youth Nationals
 - Other factors like Canadian border, COVID complications, etc.
 - Youth should be for Youth riders to show off their own horses

- Singular Bad Experience-“Kids opinions don’t matter”
- Canada should be place where youth and adults can merge
- Keep it special
- Help trainers keep decorating the stalls, and keep Youth’s atmosphere for kids
- Very practical
- Kids and adults do share horses, and OKC is more practical than Canada

Things that make Youth special:

- Good luck ponies
- Decorations
- Practicing/hangout with friends (especially everyone who only see each other at shows 2 times per year(Scottsdale Youth)
 - Midsummer sort of took away?
- Special Events-golf cart parades, barn decorations, dog races, youth activities
 - Makes it special, memorable, and less like other more formal shows

IX. Youth Awards & Recognition - Brenna

a. AHA Youth of the Year

- Announced on Friday, November 20
- Winner: Caroline Ellik
- Runner-up: Grace Smith
- Second runner-up: Brooke Backlund

X. New Business – Brenna

Make one general goal and themes should reflect campaign

A. YNL/Youth Year Theme

2021 AHYA Theme:

- Leadership starts with You(th)
 - In schools-older students connect with younger students
 - Create program where board of directors connect with walk/trotters and new 13&unders
 - FFA leadership conferences-ideas on how to reach out to others
- You(th) are the future
 - Talk with Alumni-What are you doing now?
 - Take care of the youth aging out
 - Get alumni kids involved
- You(th) Lead the Way
- Come Together
- Leadline
- Involvement, Community
- Unite AHYA #weareAHYA
 - Alternative names?
 - United unicorns
 - AHYA United
 - 4th of July YNL theme
 - Uniting disciplines

- Youth Lead the Way

Vote: 11 for (You)th are the Future

Vote: 0 for Youth Lead the Way

Bella Fajardo moves that AHA Youth theme for the year is “You(th) are the Future”

Seconded by Grace Smith

Vote: Yes

Motion passes

B. Youth are the Future

i. Monthly Challenges

- Show where you were, where are you now
- Future aspirations/goals
- A person that has influenced you or someone you look up to
- Favorite characteristic about your horse
- RUOK
- How do you introduce people to the Arabian horse?
 - Tiktok(@arabianhorseyouth)
- Share your proudest moment

ii. Leadership:

- How to get involved(regional board, with youth)
- Classes-maybe in combo with blog/vlog
- RU OK
- How to make friends in the industry
- How to join AHYA(How did YOU join AHYA?)
- How to’s for directors-How to hold meetings, how to fundraise, how to do motions and other procedures

iii. Blog/Vlog posts-video how to’s

2021 Youth National theme:

- The Magic of Youth
- 4th of July
- Futuristic

Brooke Hoffman moves that the theme for AHAYNL is Youth of the Future

Bella Fajardo Seconds the Motion

Vote-Yes

Motion is passed

C. New Ideas

1. Blog posts

- Ways to reach someone
- How we can help
- Dealing with loss of horse
- Show nerves
- Share what you are proud of

2. TikTok

- a. *Travicello*(Insta:@prettylittlerider)? Account of a girl and her purebred. Lots of followers. Try and connect
- 3. AHA app
- 4. Q&A panel
 - a. Tips on showing
 - b. Questions parents might have coming into industry
 - c. Youth and parent one
 - d. Online and in person
 - e. Videos and tutorials
 - Example: How to do a show bun
- 5. Leadership “classes”
 - b. 2 Big Goals for 2020
 - Join Us Campaign

D. Ways for youth to get involved – contest, activities, etc.

- I. RUOK – presentation by Grace
 - a. Connect and support AHYA members with others
 - b. Ask people “Are you ok?”
 - c. Share, teach, demonstrate ways to take care of others and know signs
 - When you notice a change, no matter how small, trust your gut instinct and ask “R U OK?”
 - Normalize people asking others who you might not know super well if they are ok
 - Steps:
 - Ask the Question
 - Listen
 - Encourage Action
 - Check In
 - Teach people in AHYA’s social media
 - In-person activities and quizzes
 - Activity examples: Zoom people in your region and have those conversations
 - For those in the show-pen and out of the show-pen
 - Something everyone can do
 - Even something to do for to help those with show jitters
 - Important for mental health
 - Grace can teach board in more detail on future date
- II. Monthly involvement challenges
 - a. Ways to help people who have retired horses, don’t show, etc. stay involved
 - b. Stories, IGTV videos, interactive elements on social media
 - c. Share experiences
 - Thoughts:
 - starts with Youth board involvement
 - personal accounts, regional accounts, or national?
 - start with personal and take it to regional
 - Be yourself
 - How do we get involvement on social?

- Involvement, defined as most people who own an Arabian can contribute and participate (not exclusive to main ring or even show horses).
 - a. Educational Program Ideas
 - b. Letters for those who qualify for Nationals
 - c. Membership Drive for December – 12 days of AHA
 - Focus on new youth
 - Get something with membership?
 - Discount for membership?
 - Reminder to renew membership
 - Moving up age groups (Youth->Amateur; 10&under to 13&under)
 - Local clubs and free AHA memberships as prizes for certain contests
 - Gifts with renewal
 - A. AHYA bumper sticker
 - B. Key chain
 - C. Pin
 - D. Lanyard

E. March BOD Meeting

- a. March 6 or 13
- b. AYHC Symposium March 5-7 – Would like some AHYA members to attend
 - Do things to figure out who to send (Would cover costs for certain amount of youth board members)
 - Help meet youth from other organizations
- c. Leadership/planning activities for March mtg – probably a virtual mtg
 - Virtual games
 - In Past: tours, educational meetings,
 - This year: talk with people from adult AHA?

F. Reminders

- a. March – BOD MEETING
 - Written Regional Updates **DUE**
 - Regional Meeting Minutes **DUE**
- b. Next meeting-Beginning of January

G. Other Events

- a. Event with AHYC-January
- b. Virtual Show-presented by Deborah Johnston
 - ii. Way to help academy riders
 - iii. More affordable
 - iv. Helps kids use lesson horses who are too old to travel to OKC

Meeting concluded at 12:32pm