

## ACHA Meeting Minutes

July 15, 2018

- Meeting called to order at 8:32pm EST
- In attendance: Crystal Smith, Pam Mitcham, Amy Kowalski, Emma Coffman, Carley Snider, Rachel Parrish, Fallon Ryan, Misty King
- Officer Reports
  - President
    - Convention updates: Amy is researching hotels space/pricing
  - Vice President
    - Apparel updates: CC Creations will be the company to use; they have our logo and will save ACHA the advertising fee for this year. It was agreed to keep the same style of button down; board members who do not have a button down will order one. A new style/color of polo will be selected and voted later. Emma will research cost of embroidering existing jackets with new offices/term year and price list for ordering new jackets for new board members.
  - Treasurer
    - Current Balance: \$53,711.54
    - Full report available in Google Drive
    - Recruitment video update: List of highlighted topics for chapters to individually discuss; Carley will email the list for review
  - Secretary
  - DOC
    - Tag ACHA in chapter's personal post and share ACHA's FB posts to individual chapter's page when possible
    - Send Fallon new pictures to use for cover/profile pictures
  - Representative
    - Arkansas and UC Davis are currently setting up a new CHA chapter
- New Business
  - Idea to change "Horseman of the Month" to "Chapter of the Month"
    - Officers and advisors will reach out to chapters individually to gather info on what other chapters are doing and can be highlighted on social media. Clemson will be th first highlighted chapter for the month of August.

- Rotation calendar will be created with chapters scheduled ahead of time so that chapters can be given plenty of notice to prepare something.
  - Motion was voted and passed to officially change HOTM to COTM
- Giving to charity like USEF Disaster Relief Fund; cash match local club donations up to \$2500 each year at convention; local chapters donate by March 1st (or some date before convention each year) and submit proof of donation to ACHA treasurer; ACHA will cash match local club donations up to \$2500 each year at convention.
  - Chapters can receive small reward as incentive to participate such as a plaque, certificate, trophy, etc. that can be passed from chapter to chapter each year.
  - Motion was voted and passed to use USEF Disaster Relief Fund as the designated recipient of annual donation collections.
  - Fallon will reach out to USEF engage with PR
- Listserv or Database
  - Ranch House Designs could set up and maintain, cost is \$300, but would need to have someone responsible to keep database UTD...to be discussed at next meeting
  - “Mailchimp” offers free service that can be branded specifically to ACHA and will send up to 10,000 emails before charging (sufficient for our organization at this time). Can be used for Chapter of the Month, meet the officers, reminders, convention updates, etc.
    - Officers will research and tool around with the service and determine if this is what we want to use; to be discussed at next meeting
- Announcements
  - CPA still in progress with tax exempt status
- Next Meeting
  - Sunday, August 19<sup>th</sup> 2018 at 8:30pm EST
- Meeting adjourned at pm 9:29pm EST