

Board Meeting

1/19/26

Rebecca, Dehan, Melissa, Kelsey, Olga. Unintended attendee: Brian Smith.

Financials: The registry has stable income to implement programs like show entry fee sponsorship, clinician fees, etc.

The registry needs to hire the bookkeeper/accountant. Everyone agrees that hiring an accountant is the right thing to do. **Melissa will reach out to a new contract from a trade show to see if they work with the non-profits.**

Feathered Splash: The EBRA plans to do Studbook and Appendix halter classes. We had an older discussion on whether it should be just the Brabants or all non-Gypsy horses. The show organizers recommended having classes for the Brabant Mares and Brabants Geldings, i.e. not mixing with the other breeds and spit the genders. Should we split or combine Mares and Geldings? **We will ask to keep the genders together.**

Brian Smith joins. He wants to discuss horseshoeing hydraulic tables. Brian wants to fabricate the tables. Everyone agrees that these tables are used a lot in Canada but no one in attendance used one personally. We haven't heard of anyone having a bad experience with a trimming table.

Second topic with Brian is the type of harness to use for the logging. Dehan describes the D-ring harness style. Brian is using a work harness with a wagon with higher trees which makes the collars fit funny. **Dehan will send him info on the D-ring.**

The letter campaign was not very effective in increasing the virtual show participation. However, it could be fruitful in the future.

Olga suggested a 3-3-3 Challenge as a social media engagement idea. Encourage members to take conformation pictures of foals at 3 days, 3 weeks, 3 months and then show the development progression on the socials.

How to revise the ambassador program?

Melissa is suggesting to clarify the mission and to add a point system with points to education, breed promotion, community outreach, youth category, etc.

Olga suggested soliciting interested members to be our new ambassadors, i.e. members who haven't previously participated, and setting the min criteria for these interested

members to attend an event with a horse, attend an event without, etc. in order to win an award.

Kelsey is in support of a social media centered program with points for posts.

Rebecca is in favor of a simpler approach of using what people are already doing for the ambassador program. Rebecca also mentioned that another organization does logs of time spent with your horse.

Everyone is leaning towards a Facebook group/page approach to post information to earn points, without weighing larger events. Lengthy discussion on how to track points without it becoming overly difficult. The thought is to possibly have a private page/group that would have comments turned off. Then, the EBRA could borrow content for the registry page.

We will attempt to simplify the program to increase the participation. Posting in the ambassador FB group will take place of submitting the year end tracker. We may still recognize the efforts of a new ambassador as a special award.

Olga will take over the ambassador program administration. Rebecca will investigate the FB group setup to be affiliated with the EBRA. We discussed how much people value the Likes/Hearts/Comments on FB these days which would also increase overall participation if the posters felt recognized by the audience. We will need to plan the implementation a bit more in the coming weeks.

EBRA 5-year anniversary and the whole herd registry discount:

The Grassroots is the main expense. Cardboard envelopes are another possible area to reduce cost. Kelsey suggests that the cardboard envelope is very nice and valuable to protect the certificates. Kelsey suggested using shipping service/software and a label printer to avoid the argument of letter or a package with respect to the cardboard envelope.

Should the promotion be one time or perpetual? How big of a discount should it be?

One-time mature herd transfer or new registration: \$75 purebred (DNA + registration) or 35% discount, Appendix number TBD (possibly \$35). Min quantity of mature horses would be 5. If they bring 10 horses at once, we will offer a free upgrade to the Farm level membership.

Perpetual foal registration discount if registering 10 or more foals at once: 10% off

How do we handle the DNA cost for the foal registration? 10% off if registering 10 or more foals at once.

There's a way to generate a coupon code to discount the registration by 10% when purchasing 10 registrations. Perhaps there's also a way to update the price to include the discount when checking out with quantity 10 (or more) registrations. **Rebecca will formalize the promotion rules and reach out to everyone with an email.**