

IaHHA Board Meeting

Tentative Minutes

April 27, 2014

The IaHHA Board of Directors met at 1:03 p.m. on April 27, 2014 in Ankeny, Iowa. Board of Directors Present: Joel McDanel, Dan Roland, Mark Holtan, Jim Reese, Jeff Carey, Brad Kohlwes, and Royal Roland. Also Present: Executive Secretary Amy Kohlwes. Not present: Rick Huffman and Scott Smith.

The minutes from January 19, 2014 were presented. Moved by Jeff Carey, seconded by Brad Kohlwes to approve. All ayes.

Jim Reese gave the treasurers report. Moved by Dan Roland, seconded by Mark Holtan to approve. All ayes.

Legislative

On March 26, 2014 legislative leaders got our bill passed that changes the language in the law to allow Prairie Meadows monies to be spent on other things besides purses, such as breeder's awards and race day-expenses. This language will go into code on July 1, 2014. It was discussed why the PAC is so important due to cases like this.

Race Day Issues

Judges and announcers are committed to this year of racing. The starter issue was discussed and is looking like we will need multiple starters this year. Jim Newman said he would help out but did not want to do it full time. The board discussed different prospects but all agreed to train others within our association if they have the desire to get their starters license. The new starting gate is ready to go. It was decided to advertise the old starting gate on the USTA website with an asking price of \$10,000. It was agreed to sell the trailer separate and maybe buy two new trailers to replace the track conditioner trailers.

Promotion Committee

Promotions were discussed. The 2014 Iowa Horse Fair went well. Our location wasn't desirable so Amy Kohlwes got the location changed to a heavier traffic area. It was discussed to get more individuals involved in next year's fair. A Wine and Trotter Festival was discussed. We would want to get local wine venues involved in coming to a few of the early races. Also discussed is hiring someone to produce a video talking to drivers, trainers, and others about their history with harness racing, ect. Vicki Rush has expressed interest and has taken pictures of many races that are going to be placed on the website. The newsletter was discussed. It was agreed to either purchase newsletter software or have the printer design the newsletter layout. A corporate sponsor for 2014 was discussed. Casey's is our first prospect. Amy will pursue Casey's as well as other corporate sponsors. A kid's day was discussed. Thoughts of having it at the locations that the county fair was going on. Drivers and trainer volunteers will be needed to help out with these events.

Membership Communications

Membership was discussed. Directors agreed the push for more associate membership is needed. Benefits of being a member or associate member are the scholarship, by-monthly newsletter, race programs email directly to you, Facebook, ect.

Executive Secretary Duties

It was agreed that an enclosed trailer be purchased to store all promotional and other items needed for the association. The trailer will be used a promotional and advertising item also. Motioned to purchase a trailer by Mark Holtan, seconded by Joel McDanel. All Ayes.

Fair Grants

Only two applications were sent in so far. The deadline is May 15, 2014. Directors will have a conference call when all applications are in.

eTrack

The online entry system through the USTA is up and running. Royal Roland and Amy Kohlwes showed board members how it works. Board members are urged to get trainers to use this new system.

Meeting was adjourned at 3:42 p.m.

Minutes taken by Amy Kohlwes, Executive Secretary