

GAHA May 2021 Meeting Agenda

Date: Tuesday, May 11th - 6:30-7:00pm

Attendance: Megan Gilker-Thomas, Connie Green, Jessica Gilker, Nancy Smith, Adrienne Briant, Barbara Adler, Angel Johns-Stoor, Hannah Nicholson, Kathy Gilker, Fran Nicholson, Robin Chisolm-Seymour, Shannon Thomason, Susan White

Call to Order: Jessica Gilker

Establish Quorum (5 board members needed for voting): [7 Board members on call.](#)

Previous meeting minutes approved? *Minutes approved*

Treasurer's Report: Susan White *We need to find someone to replace her so she can step down.*

- **Overall Account Balance:** \$ [20,613.52](#)
- **High Point Balance:** \$ [200.00](#)
- **Frequent Rider Balance:** \$ [301.40](#)

New Business:

- **Jessica stepping down as GAHA President.**
 - New President will be: [Fran Nicholson](#)
 - New 1st VP will be: [vacant](#)
 - New 2nd VP will be: Angel Johns-Stoor
 - Thank you everyone for all your support as GAHA President!
 - *At the next election, we can put Fran on the ballot for president*
- **GAHA Gives Back Submissions & Voting Form:** Adrienne
 - *5 submissions for charities*
 - *Adrienne to put out notice for voting on the nominations*
- **GAHA Member Survey Results:** Jessica
 - *Need to get more surveys turned in*
- **Region 12 May 4th Meeting Delegates were:** Jessica Gilker, Kathy Gilker, Nan Harley & Megan Gilker Thomas. Any interested being a R12 delegate each year PLEASE let the GAHA President know by March/beginning of April each year. The amount of delegates GAHA gets is dependent on the amount of official GAHA/AHA members each year. This is important way for GAHA & our membership to have a voice at the Regional level
 - *Technical difficulties with Zoom audio*
 - *Youth Scholarship funding*
 - *Endurance championship funding*
 - *Put together a high point program*
- **AHA Convention:**
 - Delegates so far: Nan Harley
 - I believe delegates must be submitted by September to AHA. Delegates must sign up to attend convention I believe by October each year

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- I am not sure if there will be a virtual option this year

Old Business:

- **GAHA Booth at the GA Horse Fair**, Saturday, April 17th, 2021:
Jessica Gilker www.georgiahorsefair.org
 - Thank You Volunteers, Sponsors & Donors
 - Over 1,300 in attendance!! Yay!!
 - Please click to see full summary at:
<https://docs.google.com/document/d/1zownZ0cBFLW9VfmBGZyFQLMm507WYLuvU31LjZJxaUw/edit?usp=sharing>
- **GAHA Non-Profit Update:** Kathy Gilker
 - Non-Profit status will also allow GAHA to save money with NO SALES TAX on most ordered items.
 - *IRS wants the 22 page form, not the short form*
 - *Kathy G. will fill out the long form*
 - *The club MUST file a tax return every year to maintain tax exempt status*

Committee Reports:

Virtual Horse Show: *Mike Moak*

Membership: *Shannon Thomason / Kim*

- Current Total of GAHA/AHA Members: **179**
 - Adult 1 Year: 103
 - Adult 3 Year: 41
 - Lifetime: 11
 - Youth 1 Year: 24
 - Youth 3 Year: 0
- Current Total of 2021 GAHA-Only Members: 14 Adult & 3 Youth - **17** total GAHA-only members.
- All GAHA-Only Memberships expired Jan. 1st please renew.
- Responses from mailed or emailed renewal letters?
- Membership balance 2021 (*\$ from new members*):
- Send current membership lists (GAHA-Only & AHA/GAHA to info@georgia-arabian.com for website update by May 7th)

Frequent Rider: *Angel Johns*

- *No updates*

High Point: *Connie Green*

- GAHA High Point - 4 new entries. Total entries is **10**.
 - *4 new entries*

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Spring Trail Ride: *Missy or Connie*

- *No updates, yet. Missy has been at Regionals*
- *3 entries for trail ride received so far*

WWW: *Adrienne Briant*

- *June 22, 2021 WWW a fun event at Deep Roots in Roswell, GA*
- *Shannon Thomason has volunteered as a sponsor for the event*
- *More info to come, soon*

Youth: *Fran or Hannah*

- *No updates*
- *Hannah may reach out to Connor to see if we can do something with Region XII*

Sponsorship:

- New Sponsors:
 - Pagan Gilman / Lisa Seger Insurance
 - 5 GAHA Sponsors for 2021 so far!
- Everyone please ask business owners, GAHA friends & GA community for 2021 sponsors & be sure to thank our generous sponsors!
www.georgia-arabian.com/sponsors

Communication/PR: *Jessica Gilker*

- [Facebook Page](#) - 4,055 Likes & 4,189 Followers as of 5/7/21 (last month 4,013 Likes & 4,155 Followers)
www.facebook.com/GeorgiaArabianHorseAssociation/
- [Instagram](#) - 1,104 Followers as of 5/7/21 (last month 1,106 Followers) www.instagram.com/georgiaarabianhorse/
- Website updates, newsletter & social media for April were completed by Elizabeth Crumbly. Invoice was \$235.00
- May '21 newsletter, website, & social media to-do list already sent to Elizabeth/Liz.
https://docs.google.com/document/d/1ip_ShAfpdMDMDZMpTWBaaHmVFGHI6r2mrzU0Gt5fLqo/edit?usp=sharing
- *Everyone can help by sharing GAHA, Region 12, AHA programs, events, activities & resources to be a part of the club's events & program successes! See something fun, educational, or helpful? Share it on our social media & your social media pages so everyone has access to it!*

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The image shows two screenshots. The top one is a Facebook Insights dashboard for the Georgia Arabian Horse Association (GAHA) for the period of April 9 to May 6. It displays three key metrics: People Reached at 12,505 (up 28%), Post Engagements at 2,680 (up 166%), and Page Likes at 40 (up 14%). Below this is a 'Set Your Page up for Success' section with a progress bar showing 12 of 13 steps completed. The steps listed are: 'Establish Your Page's Identity' (Completed), 'Provide Info and Preferences' (1 step left), and 'Introduce Your Page' (Completed). The bottom screenshot shows the Instagram profile for 'georgiaarabianhorse', featuring the GAHA logo, 1,002 posts, 1,104 followers, and 1,316 following. The bio describes the association's focus on promoting activities in Georgia and provides contact information.

Georgia Arabian Horse Association

Insights

See All

Last 28 days : Apr 9 - May 6

People Reached	12,505	▲28%
Post Engagements	2,680	▲166%
Page Likes	40	▲14%

Set Your Page up for Success

Finish setting up your Page so people on Facebook know you're a credible business.

12 of 13 steps completed

- COMPLETED Establish Your Page's Identity
- 1 STEP LEFT Provide Info and Preferences
- COMPLETED Introduce Your Page

About

Enter location

GAHA was formed in 1965 as a place for Arabian horse enthusiasts to gather and share their love of Arabian horses.

4,055 people like this

4,189 people follow this

Instagram

georgiaarabianhorse

1,002 posts 1,104 followers 1,316 following

Georgia Arabian Horse Assoc.
Promoting activities in GA focused around Arabian horses, riders & owners.
Members please send photos & stories to GAArabianHorseNews@gmail.com
www.georgia-arabian.com

Followed by aalegacyeq, paged417, ivey_n_shae +122 more

Upcoming 2021:

www.georgia-arabian.com/2021calendar

- May Arabian Horse Month
- May 17th: GAHA Spring Trail Ride registration deadline
- May 22nd: GAHA Spring Trail Ride, Ashland Farm led by Missy Snyder
- *June 22nd: Women Wine & Whinnys @ Deep Roots in Roswell, GA*
- July 1st: Deadline Resolutions for AHA due to GAHA Board for Review/Voting
 - info@georgia-arabian.com

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- July 1st: Deadline for GAHA Project Worksheets to info@georgia-arabian.com for AHA Club Excellence Award. Liz/Elizabeth is putting together quote to put this project together for GAHA
- August 1st: Submission for AHA Convention GAHA delegate interest to info@georgia-arabian.com
- August 15th: Deadline CLUB EXCELLENCE AWARDS ENTRIES DUE to GAHA
- August 15th: Deadline for AHA RESOLUTION(s) submission to AHA
- August 31st: Deadline for Regional Level Club Volunteer Nomination

Any new ideas you want to "run" with please send them to discuss at any time of the month so we can get them rolling ASAP! If it's a big activity or event I would allow 3-4 months for planning, advertising/marketing, etc.

Announcements:

Adjourn: 7:13 PM