



Alberta Percheron Club Annual General Meeting – 20Feb2021

MINUTES

2020 Directors: Nathan Stone, Brian Coleman, Chris Laycock, Brett Fulford, Brett Lucas, Gord Ruzicka,
Brett Fulford, Jodi Graham
Not in Attendance: Gord Ruzicka
Kathy Fulford (Treasurer), Lisa Milton (Secretary)

1. Call Meeting to Order
 - a. Meeting called to order by Chris Laycock at 1106hrs.
2. Moment of Silence
 - a. No specific names this year.
3. Approval of 20Feb21 Agenda.
 - a. Call for Adjustments to Agenda.
 - i. Nothing
 - b. Motion by Nathan Stone to accept the agenda.
 - c. Seconded by Brian Coleman.
 - d. Carried
4. Approval of 01Feb20 Minutes.
 - a. Motion by Brian Coleman to adopt the 01Feb20 minutes as provided.
 - b. Seconded by Lisa Milton.
 - c. Carried
5. Treasurer's Report - Kathy Fulford
 - a. See Attached Reports
 - b. Discussion
 - i. As presented in the financial statements provided.
 - c. Motion by Keven Graham to adopt the Treasurer's Report as presented.
 - d. Seconded by Jodi Graham.
 - e. Carried
 - f. Volunteers for Audit in 2021 Kathy will ask David Bailey if he's willing and in lieu of that Shelley Allarie is willing.
 - g. Motion by Nathan Stone for either David Bailey or Shelley Allarie to audit in 2021.
 - h. Seconded by Kathy Fulford.
 - i. Carried
6. Committee Reports
 - a. Breed Directory - Jodi Graham
 - i. Income from members listings \$1783.
 - ii. Income so far from advertisers \$1875.
 - iii. Last year we printed 400.
 - iv. For my first time doing the breeders directory I think it has gone fairly well. I've made a few formatting changes that I hope won't be minded as I was able to significantly reduce the number of pages even with the addition of new horses (about 65 pages last year to about 45 this year) which I'm assuming will help



ALBERTA PERCHERON CLUB

QUALITY BRED PERCHERON HORSES

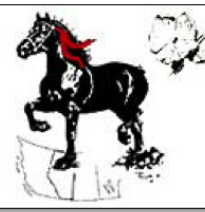


- with the printing cost. Total horses this year is 291 which is up from 280 in 2019.
- v. Shelly Allarie has been helping out a bit this year which has helped quite a bit. She's been in charge of the advertising and getting confirmation from places. We're still waiting for a few of the regulars to get back to us. We lost "Top of the Hill Gang" and "Double T Percherons" but gained "Twisted Steel Blacksmithing".
 - vi. Most everyone was good about getting their information to me after a few phone calls. If everyone could keep in mind for next year that I start working on this right after the foal show and would like to be finished with the horse part of it before the new year. This way we can maybe get it to the printers a bit sooner and have finished numbers for the AGM such as advertising.
 - vii. I have found it beneficial to have a second person in charge of the advertising and think that taking that one aspect away from the bulk of it makes it much more of a handleable task. I think this should be carried forward.
 - viii. Last note to Coleman's and Ruzicka's, I've got confirmation for your ads but no artwork yet. Please get that to me.
 - ix. Discussion:
 - 1. What is the deadline for the printers? Have chosen March 15th for 2021.
 - 2. Are there people in the States we could send groups of ten to so they were available down there?
 - a. Brian can take some in May.
 - b. Brain will talk to American Association at Gordyville.
 - 3. Look at moving dates to have them printed earlier for Gordyville. Mid January it needs to go to the printers. Will work on this for 2022.
 - 4. Jodi to send note re deadline of 15Mar2021.
 - x. Motion by Shelley Allarie to approve the report.
 - xi. Seconded by Brian Coleman.
 - xii. Carried
- b. Foal Show - Lisa Milton
- i. Show was held at Rimbey, AB in 2020 and a giant congratulations goes out to Julie Roy and her team for doing such a great job organizing.
 - ii. Belgians - 5 in the classes, up 3 over 2019.
 - iii. Clydesdales - 12 in the classes, down 5 from 2019.
 - iv. Percherons - 15 in the classes, down 8 from 2019.
 - v. Shires - 1 in the classes, down 2 from 2019.
 - vi. 34 foals in total, down 11 from 2019.
 - vii. Get of Sire - 6 in the various breed classes, down 8 from 2019.
 - viii. Given we are in a pandemic these are good numbers. The reduction in entries contributed to the small deficit the show ran.
 - ix. 2021 dates are TDB.
 - x. Thank you to all the volunteers.
 - xi. Motion by Brian Coleman to approve the report.
 - xii. Seconded by Kathy Fulford.



ALBERTA PERCHERON CLUB

QUALITY BRED PERCHERON HORSES



- xiii. Carried
- c. Chore Horse Competition - Nathan Stone
 - i. Number of Entries - 9 Teams
 - ii. This was the first year that the chore horse challenge was organized under the Alberta Percheron Club, in conjunction with the Wildrose Draft Horse Assoc Futurity. All of the teams this year were from Alberta with 8 of the 9 teams having never competed in an organized competition before. The decision was made to have the completion on one day rather than 2, with the hopes to entice more participation. We had lots of interest and had 12 teams entered with 3 backing out due to commitments. It worked well sharing the arena with the futurity as they used the ring in the morning for the final rail class and the chore horse competition used it for the afternoon. With the restrictions in place due to Covid-19 the decision was made to not do any advertising other than word of mouth and contacting potential teamsters directly. I would suggest that we continue to hold the chore horse competition in conjunction with futurity in the future. Thank you to our judges Myran Beelby and Shawn Thompson. As well thank you to Neil and Joan Stone and the teamsters for all the help the day of the completion.
 - iii. Motion by Nathan Stone to approve the report.
 - iv. Seconded by Brian Coleman.
 - v. Carried
- d. Social Media - Lisa Milton
 - i. Facebook
 - 1. Posts 343
 - 2. Likes - 2018 - 841, 2019 - 1405, 2020 - 1677
 - 3. Follows - 2018 - 860, 2019 - 1442, 2020 - 1748
 - 4. Organic Reach - 2018 - 25,241, 2019 - 430,611, 2020 - 23,213
 - ii. Instagram
 - 1. 62 posts, 648 followers and 84 following 3058 impressions. Considering we don't spend as much time here this is a pretty good number.
 - iii. Discussion
 - 1. All of our numbers were down this year because there was no content. With no shows and very few people sending me things to post it's hard to keep numbers up. I'm also more limited in the amount of time I have and haven't been able to recruit anyone to help.
 - 2. Members asked what they could do to help and were told the more information you post the more the club can post which directs people to their pages as well.
 - 3. Also a suggestion to link more to the advertisers. Shelley will look at what structure that could take and then how we could add that to the directory advertising.
 - iv. Motion by Lisa Milton to approve the report.
 - v. Seconded by Shelley Allarie.



ALBERTA PERCHERON CLUB
QUALITY BRED PERCHERON HORSES



- vi. Carried
- 7. Elections of New Directors
 - a. Positions to be filled
 - i. Four - Two Year Term
 - b. Directors Going Off/Up for Re-Election
 - i. Chris Laycock
 - ii. Brian Coleman
 - iii. Nathan Stone
 - iv. Brett Fulford
 - c. Nominations
 - i. Lisa Milton nominated Chris Laycock - Accepted
 - ii. Lisa Milton nominated Brian Coleman - Accepted
 - iii. Lisa Milton nominated Nathan Stone - Accepted
 - iv. Lisa Milton nominated Brett Fulford - Accepted
 - v. Repeated the call for other nominations but no further nominations came forward.
 - vi. Chris Laycock makes a motion to cease nominations.
 - vii. Seconded by Lisa Milton.
 - viii. Carried
 - d. New Directors
 - i. Because there were only four nominations for the four spots there was no need for voting to take place.
 - ii. Chris Laycock - 2 year term
 - iii. Brian Coleman - 2 year term
 - iv. Nathan Stone - 2 year term
 - v. Brett Fulford - 2 year term

New Business

- 8. Brian Coleman - we expect to have some shows but it's unclear exactly what that is. Possibly look at an expanded version of the foal show and see what the APC/WRDHA could put on to keep engagement with members.
 - a. Look to the board for direction.
 - b. Stone, Graham and Fulford offer to volunteer their services.
 - c. No Royal Winter Fair
 - d. NAERIC Futurity planned tentatively for MB or possibly SK.
 - e. Possibly an educational demo for people which could be done in smaller groups and encourage new members.
- 9. Nathan Stone - Should we try to encourage other provincial groups to join us at the foal show and futurity?
 - a. Harder to do with MB but absolutely worth the discussion.
 - b. Should we link with something for the 2022 world show?
- 10. Lisa Milton - There have been a number of requests lately from Facebook and the website asking "Do we have members who are raising Quarter Horse crosses or have riding prospects?"
 - a. Laurier Beaunoyer has two year old possibly.
 - b. Loomis' possibly.
- 11. Colleen Coleman - Are we going to do something as a club at the congress?



- a. Lisa will make a post about what we have sponsored.
- b. Booth?
- c. Merch?
- d. Suggestions to have there - Donnie Strandquist has paper mache percheron horse from the first yyc congress float as well as the Carol Belamy sketch of the logo.

Adjournment

12. Motion by Nathan Stone to adjourn the meeting at 1207 hrs
13. Carried