



## **ASHA Board of Directors Meeting Minutes for March 25, 2023**

**(Meeting in person at Century Downs Racetrack and Casino)**

**Attended:** Jackson Wittup, Kelly Crump, Neil Malloch, Jocelyn Giesbrecht, Dave Kelly, Nathan Sobey, Bret Litke, John Hind and Tim Lake

**Absent:** Don McDougall, Randy Smith

**Also attending** (no vote) Executive Director Fred Gillis, Executive Assistant Laura Webster

Meeting called to order at 6:37 pm

### **1. APPROVAL OF AGENDA**

**Moved by** Neil Malloch and seconded by John Hind

**Motion Carried**

### **2. APPROVAL OF MINUTES of January 31<sup>st</sup>, 2023**

**Moved by** Tim Lake and Nathan Sobey

**Motion Carried**

### **3. Review of outstanding Action Items**

No outstanding action items.

### **4. HRA UPDATE–John Hind/Don McDougall:**

#### **John Hind**

- John Hind speaks of \$350,000 going into the purse pool of which ASHA will get around 40%, audit and finance committee April 18, 2023.
- The HRA Workplace Course is about respect in the workplace and John hopes that this course will be ready by Summer 2023.
- Penalty Matrix, what is the criteria? As an example, the 1<sup>st</sup> offence will be 5 race days or more to whoever committed the offence, they cannot race. More to follow on this.
- There are new contracts for the B-tracks, 3% of money from the slots for racetrack improvements.

#### **Approval of The Audited Financial Statement**

**Motion Carried**

**Moved by** Neil Malloch

#### **Don McDougall**

**HRA Governance** – New committee chair in place and a few activities in progress. Committee work plans approved, and employee performance appraisals being completed. ASHA board will be individually sent a link to fill out a survey on the performance of HRA.

**HRA Regulatory** – Rule submissions passed or rejected at this meeting. In relation to Standardbreds, the 4 hour and 15-minute rule year long regardless of post time was passed. Also, an all-breeds 3<sup>rd</sup> horse entered in races was approved. It only applies to a 7-horse field to allow the third to make 8 or a field of 8 to make 9. B track meets it is eligible to take a 6-horse field to 7.

## 5. **2023 RACING**

### a) **Financial Report by John Hind – (report included in meeting package)**

John spoke of the OHIO Sale and ASHAs Financial Report for 2023.

### b) **Handle/Purse Report by Fred Gillis**

- Allowing \$82,000 average for one racing day a week

### c) **President's Report by Don McDougall (report included in meeting package)**

#### I. **Social Media Update**

#### II. **Executive Committee**

(See full report from Don below)

A subcommittee on Equine health was established.

ASHA has the opportunity to make a rule approved by the TB's into a rule for all breeds. The rule reads that if a horse is claimed and is not raced back in 30 days the judges can ask for a vet's certificate as to why the horse has not been entered. In most cases our horses are raced back much sooner than 30 days, my thought is the TB's want this in effect as they worry about horses being claimed to be used for a different purpose such as Chuckwagon racing or Eventing. The rule has been passed for TB's only, if we want it to be an all-breeds rule, we need to make a motion and vote at this board meeting and have Fred inform Kent Verlik

**Race Calendars** – HRA will be very soon calling a dates meeting. This is much sooner than normal but the feeling is this might not be an easy process. We are attempting to get a minimum 3-year calendar in place so that the industry can properly plan and match up with the Purse Splits agreement.

**Social Media/Marketing** – Bret will give an update, lots of good ideas being worked on

**SC Breeders Meeting** – A second cross Canada breeder's meeting was held which focused on Breeding statistics from all jurisdictions and updates from each region. Future meetings will focus on specific aspects of breeding chosen by the committee members.

**HPI Update as per HRA Board meeting** – Not much response so far this year, Fred to ask trainers if there is any interest or what can be done differently. Also, a meeting with the breeders committee will be arranged in late April or early May to discuss how to best break down barriers of entry for young breeders.

## 6. **COMMITTEE REPORTS:**

### a) **Breeders Committee – Kelly Crump**

Nothing to report.

### b) **Owners Committee – Randy Smith**

Absent from meeting.

### c) **Drivers/Trainers Committee – Nathan Sobey**

There is a shortage of stalls and not having hot water in the stables. So far there has been no talk of advancement. Concerns that a horse ran free and was still allowed to race.

**Action Item #1** – John Hind to speak to the racing office with regards to a horse that ran free being allowed to participate in a race. ASHA may have their own race secretaries.

d) **Racing Committee – Jackson Wittup**

No meetings held with the Race Committee and therefore no update to report.

e) **Promotions and Events – Bret Litke**

Summary: The promotions and events committee met on March 16, 2023, with Fred, Colleen, James, and Storm in attendance. This meeting served as an opportunity to discuss upcoming ASHA and Century events and coordinate all parties on upcoming work required to pull off these events. Some of the items discussed included:

**Women's Day in Racing Details**

- James provided a summary of Century's vision for the women's day in racing event coming this summer.
- Century is finalizing the date for this event (June or July), which will include bringing in women from other jurisdictions (driver, trainer, media personality) to help boost the event.
- Work is currently being done on marketing and content planning.

**Mental Health Day**

- This is a follow-up to last year's mental health day, in support of mental health initiatives and charity.
- Date needs to be finalized, along with silent auction items, marketing material, and more.

**Nation Network Partnership**

- Bret presented a proposal from Nation Network (Oilersnation / Flamesnation) on what a partnership with them could look like for sponsorship, event hosting, and possible content creation.
- Potential cost: \$12,000 for four months of advertising, with two live events (Oilersnation Night at the Races, etc.) in Calgary and Edmonton.
- Fred's preliminary discussion with Century was positive, they would be willing to split cost 50/50, pending approval of dates, content, etc.
- With Board approval, we will continue these discussions towards trying to secure a concrete deal.

**7. NEW BUSINESS**

Shelly Hastey's letter regarding proposing an increase in the min driver's fee. Current is \$20 and Shelly would like to see it go up to \$40 to \$50.

**Action Item #2** – John Hind to create a spreadsheet showcasing how this would look financially if implemented. Will present at the next board meeting.

**ACTION ITEMS**

**New Items from March 25, 2023**

**(6. c) Action Item #1** – John Hind to speak to the racing office with regards to a horse than ran free being allowed to participate in a race. ASHA may have their own race secretaries. More information on this to follow.

**(#7 - New Business) Action Item #2** – John Hind to create a spreadsheet showcasing how this would look financially if implemented. Will present at the next board meeting.

~~~~~

**REMINDER!** - **All Committee Chairs** are requested to email their reports to Laura Webster (laura@asha.ab.ca) one (1) week prior of scheduled Board Meetings so they can be sent as one package to all members of the Board.