



ASHA Board of Directors Meeting Minutes **for May 20, 2023**

(Meeting in person at Century Downs Racetrack and Casino)

Attended: Don McDougall, Jackson Wittup, Kelly Crump, Jacques Lambert, Jocelyn Giesbrecht, Bret Litke, John Hind, Nancy Retzlaff, Brandon Campbell, and Tim Lake

Absent: Dave Kelly

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 John Hind and seconded by Tim Lake.

Motion Carried

2. APPROVAL OF MINUTES of March 25th, 2023

Moved by John Hind and seconded by Bret Litke.

Motion Carried

3. Review of outstanding Action Items

No Action Items outstanding.

4. HRA UPDATE–John Hind/Don McDougall:

John Hind

- The advance on slot revenues from AGLC was repaid in March 2023.
- The Racehorse Procurement Incentive Program (RPIP) started in 2022 was reviewed and the program was continued for the 2023 year. The funding budgeted for ASHA for 2023 is \$ 200,000.
- The purse support budget was increased by \$ 350,000 in April 2023.
- No increase in the 2024 purse support has been approved at this time.
- The Breed Improvement Program (BIP) is budgeted at \$ 3,900,000 for 2023 and \$4,200,000 for 2024. ASHA's share of the BIP funding is approximately 32%.
- The audited financial statements for the year ended December 31, 2023, were approved.
- There are no significant variances in the projected cash flow for the years ended December 31, 2023, and 2024.
- The slot revenues at Century Downs have reduced due to the new casino opening by the airport. This reduction has been partially offset by the increase in slot revenues at Century Mile.
- My term on HRA will end in April 2024 due to the term limit of six years for a director. ASHA will have to appoint a new board member for HRA in 2024. The term is three years with the ability to be reappointed for three more years.

- Sports wagering and cross merchandising with pari-mutuel horse wagering was discussed.

Don McDougall

HRA Governance – There will be two new public members installed over the next couple meetings due to retiring members and a change from two government reps reduced to one. Focus has been to find one with financial experience and one with Marketing-related experience. Work plans and other housekeeping issues are being handled by this committee.

HRA Regulatory – All new rule submissions that passed have been installed. The process for rule changes remains the same, ASHA will need to fill out a form online by November 15th. They will then follow the process of review.

5. 2023 RACING

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

John goes over the ASHA budget with the Board.

b) Handle/Purse Report by Fred Gillis

Fred spoke about the breakdown of financials. He said that if we were to race today, we would only overspend the budget by \$16,500.00 because we only spent \$31,600.00 on overnights. However, because we cancelled, we are almost \$50,000 over.

In the first quarter our simulcast is down \$17,000 of actual revenue to us.

Carryover is important and we try to ensure that we have carryover every year.

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)

Race Dates – One of the most contentious topics that this board will face in 2023. TB's are pushing hard to not come back to Calgary in 2024 while ASHA is maintaining it's stance that we need warm weather racing at Century Mile.

Social Media and Marketing – Bret to give a report.

Standardbred Canada – I have been assisting Dan Gall and team to facilitate Breeders meetings. They have been mostly horse population and statistics based at this point, but hopefully late summer/early fall of 2023 there will be a meeting on topics requested by breeders and recorded so it can be used by all associations.

Horse Population Incentives – Very slow compared to 2023, we do have more time than in the past and Fred Gillis has been gathering information on potential sales to attend. This is on the agenda and will be discussed.

6. COMMITTEE REPORTS:

a) **Breeders Committee – Kelly Crump**

The Yearling Sale date is September 24th, 2023.

Kelly would like to have some support for making videos and taking photos for the yearling sale.

Kelly gives a Yearling Sale breakdown:

- Entries are due by June 1, 2023.
- Payment is due on July 1, 2023.
- Advertising payment is due by July 1, 2023.
- The catalogue is set to be sent to the printers by August 1, 2023.

On June 22 2023, Kelly, Fred Gillis and Colleen Haining are heading up to the Century Mile to look at the setup we will have for the Yearling Sale. Tables, Chairs, Bleachers, Tents etc.

b) **Owners Committee – Nancy Retzlaff**

First meeting as Board Member.

c) **Drivers/Trainers Committee – Brandon Campbell**

First meeting as Board Member.

At the 2023 AGM held on April 15th, an ASHA member asked the board to consider an increase in the driver's fees. John Hind had an action item to come up with a financial report as to what the increase would look like at different proposed amounts. The board had a vote and agreed to increase the drivers fees from \$20 to \$25 dollars which will be effective as of June 1st, 2023.

Moved by John Hind and seconded by Jackson Wittup.
Brandon Campbell Abstained.

Motion Carried

d) **Racing Committee – Jackson Wittup**

As requested by the Board, the Race Committee met to discuss the request to increase the claiming prices. After discussion the Committee recommended to the Board the claiming prices that are now listed on the master condition sheet.

Discussion regarding if Jackson still wants to chair the racing committee. Jackson stated that he is not interested in chairing the committee due to time restraints. Don McDougall asked Jacques Lambert if he would be interested in being the chair and Jacques agreed that we would.

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

Summary: The promotions and events committee worked on finalizing an agreement with The Nation Network over the last month. Continued collaboration with Jeff Robillard from Horse Racing Alberta has been discussed, and as always, the committee remains in almost daily communications with James

Jungquist on his plans and upcoming activities.

The Nation Network Partnership

- As discussed, we have explored and are now close to finalizing a contract with The Nation Network (Oilersnation/Flamesnation) to help promote our product.
- This agreement will be a trial run initially, beginning in September and extending to the end of October.
- For harness racing, we will be partnering with Oilersnation for these months, while the thoroughbreds will be partnering with Flamesnation for these months.

Horse Racing Alberta will be covering the full cost of this two-month promotion.

We will receive the following:

- a. The industry to become an Advertising Partner at Oilersnation and Flamesnation.
- b. Oilersnation Everyday will promote racing and a weekly “bet of the week” segment on their show.
- c. Oilersnation and Flamesnation will clip all betting segments and promote them on all social media platforms. (Facebook/Twitter/IG)
- d. Oilersnation and Flamesnation will help promote 1 event in each city. They will also do an on-location show in each city. Event dates TBD
- e. Social Media promotion of the Horse Racing Alberta/ASHA/Century brand, with each event also being promoted on respective Oilersnation and Flamesnation social media.

Mental Health Day

- This is the next big “event” planned, occurring on May 27th.
- James has accumulated silent auction items, and they are going to be posted via a silent auction link in association with the Canadian Mental Health Association. There will also be a 50/50 raffle hosted on this link as well.
- Effort will need to be placed on sharing these links extensively on social media this upcoming week.

Daily Hive Partnership

- James Jungquist has approached the committee with the idea of promoting our product on social media through a partnership with the Daily Hive Calgary.
- We have received a proposal, but more discussion needs to be had, as the cost seems disproportionate to what is received.

7. **NEW BUSINESS**

1. **ASHA Membership for Directors.** As of 2024, members of the Board will no longer be required to pay for an ASHA membership. ASHA will purchase their memberships for each calendar year.
2. Nancy Retzlaff will be helping to coordinate the social media, including the ASHA website and the Facebook pages. Nancy spoke about the importance of **the ASHA director's conduct**.
3. Jackson Wittup requested that the ASHA office **recaps the AGM** and other major events for the Board. This report will include participation and numbers, sales, and an overall synopsis of how successful the event was.
4. Orianna Scheck is working on a project creating a **Drivers Calendar** and ASHA has allocated \$200 to her to complete this project.
5. **Discussion regarding retention.** The Board has to work with Century Downs and HRA to improve the conditions for retention.

Action Item #3: John Hind is to write up a proposal regarding the retention issue for HRA and discuss it with Chuck Ibey.

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**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.