

# MSBOA MEETING MINUTES

May, 7, 2024

MHHA Office 185 Main St. Augusta, Maine

Start Time 6:00 pm

Board members present in person: Carolyn Corso, Francis Hanley, Peggy Tardif, Steven Wilson, Rhoda Underhill, Mel Grant, Josiah Reed and Chris Basford.

Via Zoom: Clair Ryder

Call to order: President: Carolyn Corso 6:05 pm

President's Remarks:

Secretary's report:

Last meetings minutes were previously emailed to all board members, no questions or concerns.

Motion to accept the minutes from the meeting on April 2, 2024 by Fran Hanley, 2<sup>nd</sup> by Peg Tardiff; unanimous.

Treasurer's report: Fran gave a verbal report from his ledger.

Motion to accept the treasurer's report as given by Steven Wilson, 2<sup>nd</sup> by Chris Basford; unanimous.

Fran asked about paying our membership to the Maine Agricultural Fair Association, this is a yearly membership.

Motion to pay the annual membership dues by Rhoda Underhill, 2<sup>nd</sup> Mel Grant; unanimous.

Fran had a request for a donation from the Maine Agriculture in the Classroom Association, was discussed and the Board felt \$100 was adequate.

Motion to donate by Mel Grant, 2<sup>nd</sup> by Josia Reed; unanimous.

We lost our non-profit status a few years ago and Fran has been working to have it reestablish. He has met with a financial firm and together have filed a new application, and we are now just waiting for approval from the State.

We have received donations in memory of Daniel Chamberlin, Diann Perkins has written thank you letters to the donors and forwarded the information to Mrs. Chamberlin.

Committee Reports:

Scholarship Committee: We only received one application for scholarships this year and unfortunately the applicant does not qualify according to the criteria.

Discussion was had on looking at the criteria to be more inclusive in hopes of reaching more applicants.

Fairness Committee: Peggy Tardif said a meeting has been called and will be held this Thursday, May 9, 2024. Meeting will be at a room at the Days Inn and the cost is \$150.

Motion to pay for the room expense by Rhoda Underhill, 2<sup>nd</sup> by Mel Grant; unanimous.

Promotional Committee: Discussion on the survey that was sent out to the membership and the importance of the data it asked for. Hoping to get it out to even more people. The more data that is collected the more importance it gives to the industry. We need to show just how large an impact Harness Racing makes in the State.

Discussed what types of promotional things we could do to get more of the crowd involved. Talked about doing a winner raffle on Stake days, tickets in programs to be used as “bets” during Stake races. The first 5 tickets from the winning bucket would receive a prize, as races are paid to 5 spots.

Motion to move forward with the raffle, upon approval from Shane by Josiah Reed, 2<sup>nd</sup> by Peg Tardif; unanimous.

Coordinating Committee: Carolyn Corso recapped the meeting with MHHA representatives; David Crochere, Willie Underhill and Marianne Tompkins that was held at 5:00 today. Discussion of bringing back Legislative days at maybe Cumberland and Windsor. Everyone agreed that more advertising for the industry needs to happen, we need to promote ourselves; via radio, tv, and even the tote board at Cumberland were all discussed.

#### Old Business:

Photographer contract: Joe Shaw submitted his price of \$2500, plus the cost of any prints for the finals.

Motion to accept Joe Shaw’s contract by Peg Tardiff, 2<sup>nd</sup> by Mel Grant; unanimous.

Mare Incentive Program: Rhoda Underhill reported Stallion Service fees were coming in from Incentive recipients and she provided a letter with the ones received to date to Fran for payment once funds are received.

Newsletter: Rhoda Underhill had a list of suggestions including an email from Carolyn. The Board decided together what items to include. It was also decided that the Newsletter would be circulated primarily by email, sending out paper copies to current members who did not provide an email address. Next year the membership form will have a place to decide how each member would like to receive it.

#### 2024 Promotions:

Board decided that giving a free picture to the winner of Stake races was good and will continue. Would like to make the owners aware that the photo is courtesy of the MSBOA, labels will be provided to the photographers to put on the outside of the photo envelopes. Last meeting new banners for Cumberland, Bangor and one

to move to each fair was something the Board would like to promote the 50<sup>th</sup> year of the Sire Stakes Program, Rhoda found pricing of approximately \$100 per banner depending on size. Design was decided on. Banners will be ordered upon approval from Shane.

#### New Business:

Charlie Horne- medial proposal for Fox22 and ABC7 tv stations in Central/Northern Maine. 76 30 second commercials to run the duration of the Stakes season, we have the ability to change the information as we want. The Board felt that it was a very good price and they would like to move forward. Was discussed that we would look into a similar plan for the southern part of the State.

Motion to accept the marketing plan, upon approval from Shane by Rhoda Underhill, 2<sup>nd</sup> by Mel Grant; unanimous.

Oxford Fair- Stakes races 2025? Carolyn was asked to bring to the Board and report back. How would we feel about Oxford Fair holding JUST Stake races in 2025 no parimutuel racing. The Board discussed and agreed that it would support the idea, talked about having them add some exhibition races in to get all the horsemen involved. This could lead to a more permanent schedule which would be great, especially because currently there is no racing that week.

Base Purse meeting 5/16- dedicate funds for a 4-year-old program. Much discussion was had on if we could sustain a 4-year-old program if our current Stakes Program continues to grow at the rate of the past couple of years.

Adjournment: 9:29 pm by a Motion to adjourn by Mel Grant, 2<sup>nd</sup> Fran Hanley: unanimous.