

# **MSBOA MEETING MINUTES**

**June 10, 2025**

## **MEETING**

**Start Time 6:00 pm**

Board members present:

Via zoom: Bill Childs, Peggy Tardif, Fran Hanley, Jessica Childs, Shannon Watson, Josiah Reed, Chris Basford and Rhoda Underhill

Absent: Mel Grant and Claire Ryder

### **MSBOA MEETING**

Call to order: 6:04 pm President: Billy Childs

President's Remarks:

No opening remarks

Secretary's report:

Last meetings minutes were previously emailed to all board members.

Motion to accept the minutes from the meeting on May 13, 2025, by Bill Childs, 2<sup>nd</sup> by Peggy Tardif: unanimous.

Treasurer's report:

Fran Hanley emailed the report to all board members.

Motion to accept the Treasurer's report by Bill Childs, 2<sup>nd</sup> by Rhoda Underhill: unanimous

Committee Reports:

Scholarship:

We have 3 applicants for this year, all three meet the criteria. There are no applications pursuing a Veterinary degree so it was decided that \$1000.00 would be award to each applicant. The awards will be given out at the 2 year old finals in Cumberland on September 27, 2025.

Motion to award the 3 scholarships by Jessica Childs, 2<sup>nd</sup> by Bill Childs: unanimous

Old Business:

Membership numbers- online payments?

Rhoda will get with Fran to get an account set up.

## Bill LD1838

Bill updated the status of LD 1838, which received three votes in favor in committee, though they need 18 votes to pass in the Senate. Bill emphasized the importance of contacting senators and legislators, sharing that constituent outreach had previously influenced legislative outcomes. Rhoda presented a draft email template for members to contact their representatives, which includes a link to a website where constituents can easily find their legislative contacts. The Board agreed to finalize the email and distribute it soon, with Rhoda planning to share a draft with others for review before sending it out.

## Banquet

Shannon poled the members regarding a combined banquet and the majority agreed they would like to combine with the MHHA. There were also requests to bring back the summer banquet. There was a lengthy discussion and it was decided that at this time it would not be possible for this year.

Motion to hold a summer/spring banquet in 2026 by Rhoda Underhill, 2<sup>nd</sup> by Jessica Childs: unanimous.

## MHRC Grant

Fran requested the grant as he has done in previous years and Executive Director Bacon said that it was decided it would not be given because we now have an administrative budget.

## TV ads- Bangor

The first tv commercial started this week. Discussion was had on types of clips/pictures to use for future commercials focusing on each fair.

The group discussed television advertising options in Southern Maine, focusing on a quote from WCBS for 115 30-second spots that Chris had received last year. They agreed to form a small group including Chris, Peggy, Shannon, and Jess to refine the quote and create a proposal for the Commission. The group also considered creating a YouTube channel to share content more broadly.

## NELE(Northeast Livestock Expo) kids day

Rhoda attended and made contact with over 1500 kids and roughly 300 adults. She passed out lollipops to the kids and educated all about Maine Harness Racing. It was a success and it was agreed that the MSBOA should continue to participate in the future.

## Sponsorship Promotion

The group discussed implementing a horse sponsorship program where businesses would pay \$500 to sponsor 3-year-old colts, receiving six tickets to each fair and promotional benefits. They agreed to start with one race class to test the concept, with Peggy volunteering to make inquiries to businesses. The group decided to

include promotional items like t-shirts, hats and other items for attendees, though they noted they would need to get approval from the Commission for these items. They also discussed the logistics of ticket distribution and agreed to start with a smaller number of sponsors to avoid overwhelming the organizers.

#### New Business:

##### Sustaining numbers

The numbers for both 2 & 3 years olds were the same as the continuation numbers;  
62: 2 years olds

53: 3 years olds

##### Mare Incentive

The Mare Incentive Program for 2024 has been completed and all recipients Stallion fees have been paid. The 2025 Mare Incentive Program will have a deadline of September 1<sup>st</sup> for applications, as it has the previous two years.

Next meeting date: July 8, 2025, at 6:00pm

Public Comment: None

Adjournment: 9:05.

Motion to adjourn by Rhoda Underhill, 2<sup>nd</sup> by Jessica Childs: unanimous