

Wisconsin Donkey & Mule Society (WDMS)  
Westfield Village Library - Westfield, WI

## MINUTES

### January 23, 2010 - Annual Meeting

**Present: (20)** Leslie Schmidt, Sandy & Hal Burdsall, Donna Gabbei, Amy & Ken Toll Bork, Cliff & Debbie Nieuwenhuis, Steve Plantz, Mike Snell, Lynn Mach, John Jones, Jerry Heinrich, Dianna Peschel, Corky Smith, Dian Pinney, Richard & Jenny Koenig (and Erin) and Robin & Kerry Campbell, .

**Call to Order:** The meeting was called to order at 11:50 a.m. by President Leslie Schmidt. Secretary Sandy Burdsall was present.

**Minutes:** Copies of the minutes of the October 10, 2009 meeting were distributed. It was moved by Hal Burdsall and seconded *to approve the minutes as distributed*. Motion adopted.

**Treasurer's Report:** Treasurer Dian Pinney distributed copies of the 2009 General Ledger and 2009 Income/Expense Statement and reported a bank balance of \$4,174.77 as of January 18, 2010. John Jones moved, and it was seconded, *that the Treasurer's report be approved*. Motion adopted.

**Wisconsin State Horse Council (WSHC) Report:** WDMS Rep Corky Smith reported:

1. that the WSHC is sponsoring a **Hearts & Horses fundraiser** on February 13, 2010 at House on the Rock in Spring Green. It is a "black tie optional" event with tickets available at \$40 each or \$75 per couple. There will be live and silent auctions with some of the proceeds going to the WIHA.
2. a new program (also see the Minutes of the Oct. 10, 2009 meeting) whereby high school students would be able to "letter" in equine riding activities.
3. a February 20 horse clinic at the UW Stock Pavilion.
4. a clinic sometime in May for medical emergency care for large animals.
5. more info available on the WSHC web site at [www.WisconsinStateHorseCouncil.com](http://www.WisconsinStateHorseCouncil.com)

**Midwest Horse Fair (MHF) Report:** The Midwest Horse Fair will be held April 16-18, 2010 with the theme of "Let The Games Begin" in keeping with the 2010 Olympics. Chairman Leslie Schmidt reported that WDMS will have 14 stalls including 4 for the club (info booth + lounge + tack + feed storage). There are a few stalls still open for members willing to show their animals. Robin Campbell has offered to help with decorations.

**2009 State Show Report (June 6-7, 2009):** *Co-Chairs = Hal Burdsall & Dian Pinney*

Co-Chair Hal Burdsall distributed a State Show comparative report showing Income/Expense for State Shows from 2005 through 2009. He reported that the 2009 show made a little more than it spent, despite decreased participation, largely due to increases in Class Sponsorships and Silent Auction proceeds and decrease in Award costs. Hal urged all to solicit sponsorships and donations and indicated the importance of follow up with Thank You's (and acknowledgement in the Show Program). Donna Gabbei commented on the Silent Auction and urged all to donate items to the cause.

**2010 State Show Report (June 26-27, 2010):** *Co-Chairs = Corky Smith & Dian Pinney*

Co-Chair Corky Smith report & discussions:

1. Lots of old, leftover ribbons will be used to save Award dollars.
2. Rob Hoffman has been hired to as the Announcer for both days.
3. They had a judge who backed out for health reasons so are still seeking a judge.
4. Sandy Burdsall moved, and it was seconded, ***to allow a maximum of \$550, to include all judging expenses, for 2010 judge costs.*** Motion adopted.
5. Need help updating the show bill; Sandy Burdsall offered to do it again.
6. The “Longest Ears” class (for both donkeys and mules) will return for 2010.
7. After discussion, a new timed race (riding) trail class will be added on Sunday and called Coon Race.
8. Class fees will remain the same (at \$3 for members, \$5 for non-members).
9. Corky will get the Heartland fees for 2010 (stalls, camping, etc.) and provide for the web site.
10. It was recommended that “all ages” be encouraged to enter the Costume class instead of just kids.
11. The Show Bill and promo sheets can be printed from the 2010 Show web page for promotion and advertising.

**2009 Fun Show Report:** Chairman Leslie Schmidt reported that the 2009 Fun Show (at Red Ridge Ranch in Mauston) was a flop with only a couple people showing up with animals so the show didn’t happen. There will be no Fun Show for 2010.

**Web Site:** Webmaster Sandy Burdsall reported that hosting fees for the site continue to be \$29.94 every 6 months (reimbursed by WDMS) and all her labor is donated. Detailed reports of 2009 monthly site hits were circulated for the year ending December 31, 2009 and included the following:

- 48,120 unique visits for the year
- 3,100 to 4,700 average unique visits per month
- 83,096 total Page Views for the year (doesn’t count partially loaded pages)
- **10 Most Popular Pages for 2009 (in order):** 1) Home Page, 2) Classified Ads, 3) About Mules & Donkeys, 4) Members, 5) Links, 6) Club Info, 7) Events, 8) Message Board, 9) Midwest Horse Fair, and 10) 2009 State Show.
- Most popular Referrer Domains were Google.com, and Yahoo.com search engines though the referring domain for most visits (80%) could not be determined.

**Newsletter:** New Newsletter Editor Deb Nieuwenhuis reported that the most recent newsletter went out on November 10, was 14 pages and was mailed to 105 people. The next issue will come out about March 15.

**Club Sales:** Hal Burdsall reported that he ordered new shirts as directed by the October 10 meeting and the new inventory is available today. Shirts have the new slogan: *If you are lucky enough to own a longears you are luck enough.* Due to continuing demand, additional shirts were ordered with the slogan: *There’s nothing wrong with a horse that a little “ass” wouldn’t cure.* Prices remain at \$10 for short sleeve shirts, \$15 for long sleeve and \$12 for caps. A discussion of what to do with about 30 shirts that proved unsaleable due to white/light printing on light colored shirts ended with a motion by John Jones, which was seconded, ***to give those shirts away free to members.*** Motion adopted.

**Club Library:** Dian Pinney reported that the club Library is being used and the favorite items are the Brad Cameron training videos. She reported requests for materials on DVD as all of the library items are only available on VHS format. It was recommended that if we receive another education grant from the WI State Horse Council that we use that money to fund DVD resources for the library available to both kids and adults. Dian will research prices of DVD materials.

**2010 Trail Rides:** Trail ride dates and sites were set for 2010 as follows:

1. **Spring Ride** - May 22-23 at Ukarydee (Arkdale, WI)
2. **Summer Ride** - July 10-11 at Northern Kettle Moraine (New Prospect, WI)
3. **Fall Trail Ride** - September 11-12 at Underdown Trails (Merrill, WI)

Chairman Leslie Schmidt reminded the group that the club benefit of providing free meat for members at the Saturday night pot luck dinners has been discontinued. The club will instead provide \$100 toward member campsites for each trail ride. The intent is for the \$100 (per trail ride) to be applied to the cost of a group campsite (if there is one) or be divided among members paying for campsites for the ride.

**Meeting Dates:** Future meeting dates were set as follows:

1. August 14, 2010 - Regular Meeting at Westfield Village Hall
  2. January 22, 2011 - Annual Meeting at Westfield Village Hall
- Snow date of January 29, 2011

**Bylaws:** Discussion re: proposed bylaws revision, the proposed combining of the offices of Secretary and Treasurer, and the ease of making future changes to the bylaws. The mailed in ballots were opened and counted (for those with dues paid for 2010) along with the ballots of those in attendance. The ballot results (mail + in person) on the question of adopting the proposed bylaws revision was 40 in favor (Yes) and 1 opposed (No) so the proposed revision was adopted and became the official bylaws of WDMS immediately.

**Elections:** The following members were elected as Officers for a 2-year term ending in 2012:

1. **President - Leslie Schmidt** (voice vote due to only 1 candidate)
2. **Secretary-Treasurer - Sandy Burdsall** (voice vote due to only 1 candidate)

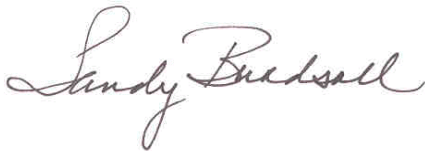
Members nominated for the 2 Director positions were Hal Burdsall, John Jones, Donna Gabbei and Mike Snell. The results of a ballot vote were: Hal Burdsall - 12 votes, John Jones - 10 votes, Donna Gabbei - 10 votes and Mike Snell - 8 votes. The tie was broken by lot according to the bylaws (Article IV.B.6.a.) and won by John Jones. **Hal Burdsall and John Jones** were elected as **Directors** for a 2-year term ending in 2012.

Continuing terms (to 2011) are Steve Plantz (Vice President) and Directors Jerry Heinrich and Lynn Mach. The new board will meet immediately following this meeting to appoint a Director to fill the unexpired term (1 year - to 2011) of John Trochinski who is no longer a club member.

**Adjournment:** It was moved by John Jones, and seconded, *to adjourn the meeting*. The motion was adopted and the meeting adjourned at 1:22 p.m.

## After the meeting - APPOINTMENTS:

- A. After the Annual Meeting, the new board met and appointed Donna Gabbei to serve the unexpired portion of the vacated Director term (1 year) to 2011. *[Bylaws Article IV.E.1.]*
- B. Also after the Annual Meeting, President Leslie Schmidt made the following appointments per *Bylaws Article IV.D.1.b. & c. and Article VII.*
- 1) Newsletter Editor (2-year term) = Deb Niewenhuis
  - 2) Webmaster (2-year term) = Sandy Burdsall
  - 3) Midwest Horse Fair Committee: (1-year term)  
Chair = Leslie Schmidt  
Members = Robin Campbell & Hal Burdsall
  - 4) State Show Committee: (1-year term)  
Co-Chairs = Corky Smith & Dian Pinney  
Members = Dianna Peschel, Donna Gabbei & Leslie Schmidt
  - 5) WI State Horse Council Representative (2-year term) = Corky Smith  
WSHC Alternate Representative (2-year term) = Donna Gabbei
  - 6) Show Rules Committee (special committee):  
Chair = Hal Burdsall  
Member = Dolores Slizewski



Sandy Burdsall  
WDMS Secretary-Treasurer

Approved at: August 14, 2010 meeting