



**Board of Trustees meeting  
Association Offices – Albuquerque, New Mexico**

**September 22, 2021  
11:00 a.m.**

**PRESENT**

**President Tom Goncharoff, 1st Vice President Mike Logan, 2<sup>nd</sup> Vice President Verner R. Query and Trustees Vanessa Alexander, Norma Alvarez (late arrival), Mark Brown, C. Warren Franklin, Annette McCloy, Mac Murray, Helen Nave, Susie Prather, and Nancy Summers.**

**ABSENT**

**None**

**QUORUM**

**President Goncharoff acknowledged a quorum present.**

**MINUTE APPROVAL**

**For the minutes of July 31, 2021, Annett McCloy requests a correction for the last paragraph on page 2 . Norma Alvarez made the statement about Agfest instead of Annette McCloy. With this correction Helen Nave made a motion to accept the minutes of July 31, 2021, seconded by Annette McCloy. Motion carried 11:0.**

**DISCUSSION ITEMS**

**BUDGET REPORT**

**Mary Barber briefly went over the report for the first six months of 2021 showing that total revenues and gains totaled \$210,532 and total cash expenses were \$153,113. This shows we spent \$57,419 less than what was earned. The total budgeted for 2021 is \$390,050 and we have spent \$153,112 in the first half of the year.**

## **MARKETING IDEAS FROM LEAH STARR HAMILTON & BILLIE JEAN BROWN**

A two page handout was distributed to the Trustees with several ideas to consider helping promote the NM Bred sale and to get the word out about our program (copy incorporated into the minutes).

## **STAKES COMMITTEE**

Mike Logan reported that we had a good Summer and that all of our stakes races were run at Ruidoso Downs. There was an issue with the Zia 870 Championship not getting enough entries to run during Zia Festival. Ruidoso Downs brought the 870 race back and ended up getting six entries and five horses started. We were also able to add additional funds to the Zia 870 Championship and the Jess Burner Stakes.

The New Mexico State Fair went well and there were 58 head in the NMSF QH Futurity Trials and 23 in the NMSF QH Derby Trials.

## **PROPOSED BY LAW CHANGES**

- 1) Mac Murray proposed to have the members vote to allow the Quarter Horse mares to foal out of state and have a New Mexico Bred. This program would be for two years. He reported that people are just buying Quarter Horses but not breeding them and he is concerned that we may have an inventory problem in the future. There were only three farms that dominated the sale. He thinks that people would breed more Quarter Horses if they did not have to come back to New Mexico to foal.

There was some discussion about possibly only allowing foals carried by recipient mares to participate.

Mark Brown commented that New Mexico is too expensive and restrictive. Other states make it a lot easier to participate in their programs.

- 2) Mac Murray also proposed that we consider asking the members to vote on allowing pregnant Thoroughbred broodmares to come into New Mexico, foal out, and be bred back to a New Mexico stallion for another foal in order for the first foal to be eligible to be registered as a New Mexico Bred. This program would also be for two years.

There was a lot of discussion about this idea amongst the Trustees and both issues will be voted on at the next Board of Trustees meeting.

The meeting was then paused for a lunch break.

## **MARKETING COMMITTEE REPORT**

**Norma Alvarez reported that she had talked to Leah Starr and thought she had a lot of good ideas. We cover both Quarter Horses and Thoroughbreds and we used to spend a lot more money with an equal share going to both breeds. We used to run a lot more ads and we also gave out a nice calendar, but things got tough, and we had to start saving money. It is also harder to reach the Thoroughbred audience and it is very expensive to advertise in the Thoroughbred publications.**

**Norma Alvarez also talked about our commercial. Now that the sales are over, the commercial has been tweaked to take out the portion about the sales and include new information about the big Thoroughbred races coming up at Sunland Park. She talked to Don Cook at the Downs At Albuquerque again and he has committed to helping pay for the commercial.**

**The new updated commercial was then played on the association laptop for the Trustees to review.**

**Nancy Summers volunteered to start putting photos and videos on Instagram, Facebook, and Twitter so that we could increase our visibility. Mary Barber will forward the updated commercial to both Don Cook and Nancy Summers.**

**Norma Alvarez also suggested that we have articles in Spanish in our publication since a lot of our people are Hispanic. Speedhorse does this in their magazine and we need to ask John Bachelor if they could share any that are about New Mexico Breds for our magazine.**

**Mike Logan thought that the nomination blanks should be included in our magazine. The Downs At Albuquerque is the only racetrack that continues to do that. Mary Barber will make sure to include any nomination blanks we get in our newsletter.**

## **OPEN DISCUSSION**

**A copy of the story that was in the Paulick Report about the bad conditions in the barn area at Zia Park was provided for the Trustees to read. Susie Prather told the story about her Facebook post. She had taken photos and video of the bad condition of the backside at Zia Park and in addition to putting them on Facebook, she sent them to the Commissioners. She included the Commissioners' phone numbers and email addresses on Facebook and people were contacting them. Sam Bregman told her he was going to get things done and showed up in Hobbs and met with both Susie Prather and Helen Nave. They talked for about forty five minutes with him and Helen picked up rocks on the track and showed them to him as well as the filthy bathrooms. He was going to walk around the barns and take a look around then go have a talk with the racetrack management.**

**Izzy Trejo had reported at the last Commission meeting that he had gone to the inspection at Zia Park and that they had gotten a lot done but still had more to do and it was a work in progress.**

**Nancy Summers reported that they did jump on it and things had gotten taken care of.**

**Vanessa Alexander felt that a letter should be sent to the New Mexico Racing Commission and the racetracks that this is unacceptable.**

**A heated discussion between Vanessa Alexander and Tom Goncharoff followed at this point.**

**Annette McCloy commented that each racetrack has a New Mexico Horsemen's Committee and that they could make everyone aware of problems like this through photographs. Nancy Summers feels that it is not the breeders place to police the racetracks. At this point someone commented that trainers are afraid they will be retaliated against if they speak up.**

**There was more discussion on this subject.**

**Vanessa Alexander stated that there is a photo on our website that shows a horse that has Alex Sanchez' colors on and it needs to be removed. She went on to state that millions of dollars have gone to people who were licensed illegally going back ten years. She is working on getting their horses disqualified and thinks the breeders should redistribute their award funds as well.**

**Annette McCloy reported that she worked with management at Ruidoso Downs all Summer, and not only did they do everything for us, but they also paid for everything as well. She spoke about the Legislative Day at the Races and how much fun the people who attended had. They really just wanted to bet on the horses and have a good time. We got some new fans by the end of the day and Annette thinks we should do this again. Annette also commented that our party went great, and that Crystal Sifuentes really did a good job.**

**Mike Logan spoke about the sale catalog and that we should set the standard high and start with good horses at the beginning of the sale. Verner Query mentioned that there used to be a sale futurity and there was some discussion about having bonuses for sales graduates running in futurities. Mike Logan also suggested that we put on a party for the sale on Thursday night. We could even have a cookout in the big barn and ask the farms to sponsor it.**

**Mark Brown thinks we should have a dinner for the legislators.**

**Norma Alvarez suggested we have a booth at Agfest this year and will call Ralph Vincent to see how to get that going.**

**Someone suggested that we put a form together with all our fees and deadlines. Mary Barber will get that done.**

**Mary Barber brought up that there is a third By-Law item to vote on at the next meeting and that is to ask the members to vote for or against eliminating the Export Broodmare Return Form.**

**Verner Query made a motion to adjourn the meeting, seconded by Annette McCloy.  
Motion carried 11:0.**

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**Tom Goncharoff**  
**President**

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**Mary M. Barber**  
**Attest**