



**Board of Trustees meeting  
Signature Showroom – Sunland Park Racetrack**

**March 26, 2022  
2:00 p.m.**

**PRESENT**

**President Tom Goncharoff, 1st Vice President Mike Logan, 2<sup>nd</sup> Vice President Verner R. Query and Trustees Norma Alvarez, Mark Brown, C. Warren Franklin, Annette McCloy, and Helen Nave.**

**ABSENT**

**Vanessa Alexander, Mac Murray, Susie Prather, & Nancy Summers.**

**GUESTS**

**Yealonda Logan  
Debra Laney  
James Dick  
Jim Volk  
Simon Buechler  
Dana Buechler  
Tom Dawson**

**QUORUM**

**President Goncharoff acknowledged a quorum present.**

**MINUTE APPROVAL**

**Norma Alvarez made a motion to approve the Annual Meeting minutes of January 27, 2022, seconded by Helen Nave. Motion carried 7:0.**

**Annette McCloy made a motion to approve the Board of Trustees minutes from January 27, 2022, seconded by Mark Brown. Motion carried 7:0.**

**MARKETING**

**PROMOTIONAL ITEMS**

**Norma Alvarez reported that she and Mary Barber had discussed purchasing more pens and some envelope openers. Mike Logan suggested that we give away some of those small**

bottles of sanitizer. Norma Alvarez did not think sanitizer was a good idea since there were some brands of sanitizer out there that were unsafe.

After a brief discussion, Mark Brown made a motion to spend up to \$1,500.00 on promotional items, seconded by Mike Logan. Motion carried 7:0.

### **COWBOY CHANNEL**

Norma Alvarez spoke briefly about the commercial that we did last year that was aired on the Cowboy Channel and introduced Tom Dawson who had come to our meeting to give a new proposal for 2022.

Tom Dawson thanked the Trustees for having him and for our participation in 2021. The Cowboy Channel was a big success last year. They are getting a little more ambitious this year. Last year they had seven racing shows and this year there will be nine. They added the Albuquerque Championship day. The package of all nine shows is \$19,200. For any six shows that range in price from anywhere from \$12,500 to \$14,500 depending on which shows you choose. He and Norma Alvarez had discussed six shows for us starting with the Heritage Place Futurity & Derby and carry through Ruidoso, Albuquerque, and one additional show of our choosing. We might want to have the All American Derby show, the AQHA Challenge show, or the Texas Classic Futurity and Derby. We could use the sale message through the Rainbow then point to racing for the remainder of the year.

Debra Laney asked if there were any statistics for last year. Tom Dawson replied that the average show had 55,000 viewers.

President Goncharoff mentioned that every time they have a show, and the hosts are shown on camera, our logo is shown behind them. Tom Dawson explained that in addition to that it will be stated during the show, that this is brought to you by the New Mexico Horse Breeders Association, and they will show our logo at that time as well.

The Ruidoso Shows are all three airings during the show and three additional airings. The other shows have four airings during the show and four additional airings. Normally they place these additional airings around their live western roundup shows. You can save some airings to use close to sale time or whatever works for us.

There was some discussion about partnering up with a racetrack on the cost of this. Norma Alvarez spoke to the Marketing Committee, and they thought we could keep it at the same amount as last year and spend \$14,500. We could pick the Heritage through the Albuquerque Championship and that would be six shows.

Mark Brown thinks we should buy all nine shows, especially if we can get some of the racetracks to go in on it with us.

President Goncharoff mentioned that there would be additional costs for producing a new commercial. Tom Dawson explained that it is about \$700.00, and he has people that can work on that for us as long as they have the material to work with. The first show is April

16<sup>th</sup>, and we would have to get a move on to get a commercial done in time for that one. Mark Brown suggested we start with the Heritage Place Futurity & Derby. That would be eight shows. Warren Franklin asked if we would still get a 20% discount?

Tom Dawson stated that for \$17,500, we would get eight shows. This would exclude the Remington Park Futurity & Derby. We could split it into two payments. Warren Franklin determined that a 20% discount would be \$17,200.

Mark Brown made a motion to do the eight package deal with a discount of 20% that would total \$17,200, seconded by Warren Franklin. Motion carried 7:0.

### **COMMUTTEES**

**Marketing, Advertising, & Outreach** = Norma Alvarez & Mark Brown

**Stakes** = Mike Logan, Verner Query, & Nancy Summers

**Legislative** = Norma Alvarez, Annette McCloy, & Helen Nave

**Summer Party** = Annette McCloy & Susie Prather

**Horse Sale Party** = Mike Logan, Norma Alvarez and all Trustees

**Finance** = Mac Murray & Warren Franklin

There was some discussion about the Horse Sale Party and what the budget will be. Norma Alvarez mentioned that she has a guy that we could hire to do the cooking.

### **TROPHIES**

Annette McCloy reported that she had gone through the trophy catalog, and she passed around a printout of her choices. Last year we did the glass awards so she thought we could go with the cups this year.

For the stallions, The Endurance was chosen. There are two sizes so the larger size will be for the stallion of the year awards and the smaller one will go to the two freshman sires.

For the broodmares, The Sigil was chosen.

For the owners and breeders, The 11" Greyson was chosen.

The Sunset was also discussed for the owner and breeder trophies and The Flaming Pegasus was also discussed for the stallions.

Annette McCloy will go back and look at these again.

Norma Alvarez made a motion to spend up to \$8,000.00 on the trophies, seconded by Mark Brown. Motion carried 7:0.

### **DISCUSSION ITEMS**

There was some discussion about when our commercial will run on the Cowboy Channel and that it is possible for it to be moved to other times. For instance, a national commercial may bump our commercial from that time slot. We could request a report after each show to see if they aired as planned or not. Norma Alvarez will ask Tom Dawson to look into this for us.

### **EMERGENCY VET / FOAL OUT OF STATE**

Helen Nave had a broodmare in foal that started to run a high fever and go off her feed about three months before her time to foal. When things did not get better, she hauled the mare to her veterinarian that is located in Texas. She lives right on the state line. They put her on an IV and some medications. She was waxing so they knew she was getting ready to have her foal, but the veterinarian did not think she should be moved. She ended up having a dummy foal and had to be put down. We need to talk about if the foal had lived, would it be eligible to be a New Mexico Bred.

President Goncharoff stated that we have a policy that if a foal is not born in New Mexico, it cannot be a New Mexico Bred but what do we do in case of an emergency medical situation like this? Warren Franklin feels that we should take this on a case by case basis. If we open this up, some people could take advantage of the situation.

Norma Alvarez thought that it was a given that if a pregnant broodmare has an emergency, she can go out of state and her baby would remain eligible to be a New Mexico Bred, even if she foaled while out of state. Mary Barber explained that it is not clear that if the mare foals out of state, that the baby can still be a NM Bred. We would assume that a mare would leave temporarily to get emergency medical care and then return to New Mexico where she would give birth. We have never registered a baby as a New Mexico Bred that was foaled out of state. At least, not on purpose.

After more discussion, it was decided that we should go by a case by case basis and that it would depend on the circumstances whether a foal born out of state could be registered as a New Mexico Bred or not.

### **LOBBYIST**

President Goncharoff feels that since we are in fairly good shape financially, we should look for a lobbyist for our association. He thinks it would cost about \$30,000.00. He will start looking around to see if he can find someone that understands our business.

### **BROODMARE BONUS PROGRAM**

Mike Logan reminded the Trustees that he had brought this up at our last meeting and everyone was going to think about it. The only person who contacted him to discuss it was Verner Query. He feels that we should shoot for 2023 because it would be too late for this

year. We have already set our budget and have not given this enough thought to do it this year. He thinks this would be really good for the Thoroughbreds. It may not be a lot of money, but this could help someone to make a decision to breed in New Mexico. This will not hurt anyone but will hopefully increase our broodmare population. Other ideas to increase our broodmare counts have not been successful so he thought this might be a good idea. He would like the Trustees to be thinking about this idea. We could maybe get some help from the horse sale company. There would be two winners each year. One Quarter Horse Broodmare and one Thoroughbred Broodmare. The bonus would be a total of \$40,000 with \$20,000 for each breed. This would also be an incentive to put your stallion in our auction. Mary Barber commented that this could take as much as \$10,000 out of our stallion auction proceeds.

President Goncharoff used Bella Dona as an example. If she were to go into the broodmare registry, her first foal would be eligible for this program if her owners should put her in for the \$200.00.

There was discussion about if we should make this for two year old or three year old Thoroughbreds. We do not want to incentivize people pushing their horses to run too early.

Mike Logan also wanted to discuss the stakes at Ruidoso Downs. There are five Thoroughbred stakes that will be under the \$50,000 required for them to be Black Type. If we go below the \$50,000, we will have to go up to \$75,000 for them to be eligible again. This last year, we were able to produce the funds for these races. We had planned to cut some races so that the ones left would be \$50,000 and there was a lot of people against that.

Mike Logan went over the stakes races and which ones were eligible to be Black Type and which races were not. He asked if we wanted to drop some races in order to keep the others Black Type or have Mary Barber keep doing the projections to see if she can come up with more funds for some of them. We do not have to worry about the Mountain Top TB Futurity and the Senor & Senorita Rio Grande Futurities because they are added and will be over the \$50,000. The Sierra Starlet is the one that is already Black Type, and we will need to raise the purse in order to keep it. The other Thoroughbred races that are not Black Type will need to be kept at \$50,000 in order to have the possibility to be Black Type in the future or we will have to go up to \$75,000 and it would take three years before they would be eligible again.

Mike Logan stated that we have until the end of July to see if we have the funds or if we would need to cut a race. He just wants to make sure that the Trustees are behind this either way. Mark Brown pointed out that we could run the races the way they are and lose the Black Type status or opportunity, but the horses would have these races to run at.

## **BUDGET**

Mary Barber went over the 2022 Budget handout and explained that she had projected \$426,925 in revenues and planned \$415,000 in expenses. She did add in \$15,000 for a lobbyist. We would have to hire someone at the end of 2022 for the 2023 legislative session and would need to come up with at least some of that expense in 2022. We did up the amount for Marketing & Advertising to \$22,000 so we should be okay with the funds for the Cowboy Channel fees and promotional items. We will add \$3,500.00 for the Horse Sale Party to the budget. Annette McCloy asked where the funds are for the trophies. Mary Barber explained that is covered under Summer meeting/party and she has put aside \$12,000 for that. That also covered the \$1,200 for the videos of the champions. Mary Barber asked the Trustees to look this over and let her know if they see anything that needs to be tweaked.

President Goncharoff mentioned that we had heard from Jay Taylor who met with the accountant and Mary. He was very complimentary. We came in \$42,000 under budget last year. We took a hit on earnings last year due to COVID, but our investments went up.

Debra Laney asked about the registration numbers. Mary Barber mentioned that the numbers were in the Annual Report and that report will be in the next issue of the magazine. We were up on the foal registrations; however, we were down on the broodmares, stallions, and the Export Broodmare Program. We were down \$25,000 on the Export Mares, \$9,000 on the stallion and mares and \$8,000 on memberships. Mary Barber explained that we had four months without any horseracing so that is why the memberships were down. That made a lot of difference.

Mike Logan asked what the Silent Auction category was. Mary Barber explained that should say Stallion Auction. When asked why we show \$2,500.00 budgeted for that category, Mary Barber explained that we had a major problem with the stallion auction this year and had to have our programmer come in and do some emergency work on it to get it back up and running. We will be getting a new auction site and have budgeted for computer expenses. She budgeted \$15,000 which is probably too high, but we want to be sure to have enough funds for that.

## **CODE OF CONDUCT & NMHBA GUIDELINES**

President Goncharoff asked the Trustees present to read them, sign them and turn them into Mary today. Mary Barber asked the Trustees to print their names also.

Warren Franklin asked about the wording on the guidelines about removing a Trustee. He doesn't think it reads correctly and that a Trustee could be removed for any reason. Mary Barber explained that we just changed that in the By-Laws, and it does read that if a Trustee who fails to attend three meetings per year or violates the code of conduct or ethics of the association's by-laws, may be removed and a replacement appointment made by majority vote of the Board of Trustees.

The members could always remove a Trustee but now that the members voted for the By-Law proposal to change that, the Trustees can remove a Trustee also.

**FUTURE MEETINGS**

Mary Barber went over the 2022 tentative meeting dates that she came up with for the remainder of the year. She asked the Trustees to look over the dates and see if they have any conflicts.

The April meeting needs to be corrected to say Wednesday, the 27<sup>th</sup> at the association offices.

The June meeting will be on the 29<sup>th</sup> and held at the association offices.

The August meeting will be held on the 6<sup>th</sup> at the Ruidoso Horse Sale Pavilion.

The September meeting will be held on the 21<sup>st</sup> at the association offices.

The October meeting may be held at Zia Park again and hopefully close to New Mexico Cup Day again. We will try to get that done.

The December meeting will be on the 14<sup>th</sup> at the association offices.

Mary Barber stated that if we need to have a special or emergency meeting, we can have a Zoom meeting.

**OPEN DISCUSSION**

Mark Brown brought up that he had talked to Jill Giles about hair testing. In Texas and Oklahoma, you have to have a clean hair test in order to enter a horse. It is just something to think about. They have to be tested within thirty days before they come on the racetrack. In one place if you pay for a hair test and it comes back negative, you get your money refunded. Every horse has to be tested and we are not testing enough in New Mexico.

President Goncharoff stated that he will talk to Rick Baugh about this.

The meeting was adjourned.

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Tom Goncharoff  
President

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Mary M. Barber  
Attest