



**Board of Trustees Meeting  
Association Offices**

**May 7, 2025  
Albuquerque, New Mexico**

**PRESENT**

**President Tom Goncharoff, 1st Vice President Norma Alvarez, 2<sup>nd</sup> Vice President Jay Taylor and Trustees Pierre Amestoy, Brian Anderson (by Zoom), Mark Brown (by Zoom), Warren Franklin, Bobby Lee, Mac Murray, Susie Prather (by Zoom) and Andy Rivera.**

**ABSENT**

**Helen Nave**

**GUESTS**

**Association Lobbyist Joe Thompson (by Zoom), and members Mike Logan (in person) and Janis Spencer Murray (by Zoom).**

**AGENDA APPROVAL**

**Jay Taylor made a motion to approve the agenda, seconded by Bobby Lee. Motion carried 8:0.**

**QUORUM**

**President Goncharoff acknowledged a quorum present and called the meeting to order.**

**MINUTES APPROVAL**

**Jay Taylor made a motion to approve the minutes of March 12, 2025, seconded by Norma Alvarez. Motion carried 8:0.**

**LOBBYIST REPORT**

**Joe Thompson updated the Trustees on what is happening in New Mexico and suggested we think about attending the dinner that Speaker Javier Martinez will be putting on later in the year. It is a chance to meet and educate new legislators about who we are.**

The Indian Compacts, who may be running for Governor, and the simulcast situation were discussed.

President Goncharoff thanked Joe Thompson for attending the meeting.

### ACTION ITEMS

#### NEW MEXICO BRED / ARIZONA BRED RACES

The application the staff produced, a list of qualifications for an Arizona Bred to be eligible for this proposed program, the framework for a joint agreement produced by Ralph Vincent, and the legal Joint Agreement provided by association attorney Fred Mowrer were included in the Trustee booklets, (copies incorporated into the minutes).

Pierre Amestoy gave a presentation on his proposed program to allow registered Arizona Bred Thoroughbreds the opportunity to join our association and be eligible to run in what is now the restricted New Mexico Bred races. New Mexico Breds would be preferred in stakes races but not in overnight races.

Pierre has been in contact with Ron Allen and a few of us did attend the Arizona Thoroughbred Breeders Trustee meeting to discuss this idea. Ron Allen is going to poll their members to see how many of their members would like to participate in this new program. There needs to be enough Arizona horses to make it worthwhile. This could help both New Mexico and Arizona by giving them a place to run and by giving New Mexico more Thoroughbreds to fill our races and possibly get us more races. This program would sunset in five years, and the Arizona breeders could start breeding New Mexico Breds and improve our numbers.

(Warren Franklin and Mike Logan arrived)

Jay Taylor mentioned that the Arizona Breds would only be eligible to run for the purse money but not for any awards. Giving the first three New Mexico Breds in a race 1<sup>st</sup>, 2<sup>nd</sup>, or 3<sup>rd</sup> place awards, even if they run back in the field was talked about.

There was discussion about whether the members should vote on this or if the Trustees should implement this themselves. Several Trustees think this is too big to not include the members. The delima is if we do not do something, there will no longer be Thoroughbred racing.

President Goncharoff mentioned the study the Commission is having done by Doug Reed. He mentioned this concept to Doug, and he thought this is exactly what has to happen. They are doing this on the East coast with a few states, and it has been successful.

After more discussion, Pierre Amestoy made a motion to table this until the June meeting so that this idea can be discussed with the members, seconded by Jay Taylor. Motion carried 9:0.

(the Trustees broke for lunch and returned at 1:00 p.m.)

(Susie Prather joined the meeting by Zoom at 1:00 p.m.)

### **NM HORSE BREEDERS PURSE FUNDS FOR RUIDOSO DOWNS**

An estimated total of what funds we will have in purse money for Ruidoso Downs was provided to the Trustees (copy incorporated into the minutes). Mary Barber was asked about what was spent on the Thoroughbreds in the past and she provided the figures from 2023 totaling \$443,000. There was \$198,000 spent on Thoroughbred NM Bred overnight races and \$245,000 spent on Thoroughbred NM Bred stakes races at Ruidoso Downs in 2023. There were a lot of funds that would not be spent and Mike Logan suggested that we use a portion of those funds on the overnight races for New Mexico Breds.

After some discussion, Jay Taylor made a motion that we raise each New Mexico Bred overnight race \$500 to be equal or greater than in 2023 at Ruidoso Downs, seconded by Andy Rivera. Motion carried 10:0.

### **ADVERTISING WITH FANDUAL AND / OR BLOODHORSE**

Bobby Lee presented a document from FanDuel TV that listed three different packages that are available. A copy of this was included in the Trustee booklets.

Of the three packages, Bobby Lee thinks that the second package would be the best one for us. For \$15,000 the package would include 12 months with 154 commercial units on each network FanDuel TV and FanDuel Racing for a total of 308 units. This commercial would be shown on the West Coast from 4 p.m. to 7 p.m. Mtn time from Friday through Sunday with 1 unit daily.

Jay Taylor mentioned that this would pretty much use up the budget for the Thoroughbred marketing. Bobby Lee offered to come up with half of the cost.

Bobby Lee also had an example of the BloodHorse magazine with an advertisement glued to the front of it with easy removal. He looked into what that would cost and found out something like that is about \$7,500.00 for one issue.

President Goncharoff suggested that we table this issue until we see what happens with Arizona and then revisit this. He suggested that we also reach out to the Paulick Report who has printed information for us in the past.

Pierre Amestoy made a motion to table this until the next meeting, seconded by Jay Taylor. Motion carried 10:0.

### **REQUEST FROM JACOB SIMMONS III**

President Goncharoff read the letter from Jacob Simmons, III to the Trustees asking them to consider registering his horse that was conceived at Colorado State University while he was sick with COVID.

Mary Barber went over the situation with help from Mac Murray who bred one of his mares at MJ Farms and shipped the semen to Colorado State University for the one in

question. The man who purchased the foal was told the horse was a New Mexico Bred and has paid this horse into the NMSF QH Million Dollar Futurity. When he brought the papers to be stamped, it had by transported semen on them, so MJ Farms was called to see where the semen was shipped to and that was when it was discovered that the breeding took place out of state. The registrar took the situation to Mary Barber who told her the horse cannot be registered as a New Mexico Bred. Mr. Simmons called several times to argue that this horse should be registered. The office policy is when someone starts to argue about a registration, that instead of fighting with them, we give them the option to either come to a board meeting or send a letter to the board.

After some discussion, Jay Taylor made a motion to deny the request from Jacob Simmons, III, seconded by Bobby Lee. Motion carried 10:0.

### DISCUSSION ITEMS

#### MARKETING COMMITTEE

Norma Alvarez had a copy of Track Magazine and discussed the advertisement done by the Ruidoso Horse Sales Company. The advertisement mentioned how many horses were sold last year for over \$100,000.00 in the New Mexico Bred sale. This is great advertising for New Mexico Breds and did not cost us anything.

#### FINANCE COMMITTEE REPORT

Jay Taylor went over the Treasurer's Report that itemized the association's funds. The general account is down some from December of 2024, but the investments are up showing that we are up around \$15,000 overall.

The BOK Financial statement for March, 2025 was discussed. The statement shows the new investments that were voted on at the last meeting. The market is starting to go back up. These are long term investments, and we are pretty conservative.

#### STAKES COMMITTEE REPORT

Mary Barber went over SunRay Park's original New Mexico Bred stake schedule and reported that they had cut the Thoroughbred stakes race named the C.O. Ken Kendrick. The total contribution for stakes at SunRay Park was going to be \$212,500.00. Lonnie Barber contacted her and asked if we could put more funds on the stakes races and offered to add the C.O. Ken Kendrick back in.

SunRay Park's proposal was discussed, and it was decided that we would add an additional \$10,000 per stakes race (excluding the futurity) raising them up to \$45,000 added by the NMHBA and another \$45,000 for the C.O. Ken Kendrick totaling \$85,000.00 more than originally planned. Our total stakes contribution will now be \$297,500.00.

President Goncharoff explained that this does go against our policy to only add what the racetrack adds but felt that since we already had the funds in the bank, it would be good to pay them out and help the people that are running New Mexico Bred horses at SunRay Park and also because they added that stakes race back in.

### **STUDY THE NMRC WAS FUNDED BY THE LEGISLATURE TO DO**

President Goncharoff was contacted by Doug Reed who has been hired to work on the a study about the status of horseracing and breeding in New Mexico. Doug has had a number of positions in the industry throughout the country and President Goncharoff got to know him when he was working on the sixth racing license on behalf of Laguna Pueblo and he was relieved to hear he was going to be working on this.

President Goncharoff had brought up Pierre's idea about inviting Arizona Breds to run here and Doug Reed had worked on something similar for Iowa and surrounding states. We also talked about how some mid-Atlantic states are already doing something like this and it has been successful.

Mary Barber has provided Doug Reed with our association's statistics that he requested for the study and President Goncharoff is confident that he will be very thorough and fair in contrast to the horrible study that had been done earlier by a UNM professor. We should be seeing the results pretty soon.

### **RACE WRITER MICHAEL CUSORTELLI'S SEMI-RETIREMENT & REPLACEMENT**

Mary Barber announced that Michael Cusortelli, who has been writing for the NMHBA magazine and website for the last twenty years, had contacted her to let her know that he will no longer be writing the stakes race stories after the SunRay Park meet. He is willing to write a couple of stories once in a while, but we needed to find a replacement for him.

Steven Bortstein, who works for the Four Corners newspaper also writes stakes race stories that have shown up on the SunRay Park Bulletin Board on Facebook. Mary Barber was able to contact him, and he agreed to have a conference call with her and Michael Cusortelli to go over what we would need him to do. After going over what the job would entail, Mary Barber offered Steven the job and he accepted.

### **SUMMER PARTY COMMITTEE REPORT**

Norma Alvarez reported that we met with Tim Keithly and the party coordinator and the chef at Ruidoso Downs. We went over the menu choices and we will be having chicken enchiladas and beef fajitas along with beans, rice, and a salad. There will also be a couple of desert choices and cookies with our logo on them.

We will have Tom Goncharoff be our MC and get Chaplain Winter say the prayer. President Goncharoff thought we should think about honoring people who have contributed to our industry. Walt Wiggins name came up as a possible honoree.

### **NEW EXPORT BROODMARE AND ICSI EXPORT BROODMARE REPORTS**

Copies of the updated excel spreadsheets for the export broodmare program and ICSI export broodmare program were provided to the Trustees to look over. Mary Barber asked the Trustees to look them over. There have been a lot of categories added in order

for us to keep track of important information. If anyone has any suggestions, please let us know.

**OPEN DISCUSSION**

None.

Jay Taylor made a motion to adjourn the meeting, seconded by Mac Murray. Motion carried 10:0.

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**Tom Goncharoff**  
President

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**Mary M. Barber**  
Attest