

MINUTES OF REGULAR MEETING (DRAFT)
THE INDIANA STANDARD BRED ASSOCIATION
Monday, June 12, 2017
ISA Office
Greenfield, Indiana

I. CALL TO ORDER

President Jack Kieninger called the meeting to order at 6:05p.m.

II. ROLL CALL

Directors present were President Jack Kieninger, 2nd Vice President, Richard Keaton, Jeff Cullipher, Joe Essig, Jr., Chad Gooding, Alvin Miller, Dennis Petty, Doug Rideout, Jacob Smith and Alan White. Lisa Krise, ISA Office Manager, Kristi Comstock, ISA Benevolence Administrator and ISA Attorney, Roger Young, were also present. A quorum was present. ISA Directors Susan Askren, Nat Hill, IV, Ross Leonard, Mike Merkel and Joe Putnam were absent. ISA Lobbyist Mike McDaniel and two representatives from Media Fuel Digital Agency.

III. APPROVAL OF MINUTES

Motion by Joe Essig, Jr. to approve Minutes of the May 15, 2017 Regular Meeting. Seconded by Richard Keaton. Motion carried.

IV. APPROVAL OF ACCOUNT EXPENDITURES

Motion by Richard Keaton to approve Account Expenditures from May 1, 2017 – June 1, 2017. Alvin Miller seconded the motion. Motion carried.

V. MEETING AGENDA

PRESIDENTS REMARKS-

President Kieninger spoke to the Board briefly regarding TVG and that he would report additional information as soon as he receives from Hoosier Park.

President Kieninger spoke to the Board regarding a donation for the Harvest Dinner on August 16, 2017 at the Indiana State Fair. Richard Keaton made a Motion to make a \$1,000 contribution to the Annual Harvest Dinner for the Indiana State Fair. Jacob Smith seconded the Motion. Motion carried.

President Kieninger spoke to the Board about contributions to several upcoming legislative events. Richard Keaton made a Motion to make a \$1,000 contribution to all five events (total \$5,000). Alan White seconded the Motion. Motion carried.

President Kieninger introduced representatives from Media Fuel Digital Agency. Representatives gave a Power Point presentation to the Board for ideas to help boost harness racing in Indiana through social media and advertising.

1. COMMITTEE REPORTS

- a. BREEDERS/OWNERS/SALES – Joe Essig, Jr. - No report.
President Kieninger stated that Alan White was to be added to the committee and that Alan would chair the committee.
- b. BUDGET/FINANCE – Nat Hill, IV – No report.
- c. FAIR RACING- Doug Rideout.
Doug Rideout reported that Fair Racing started in Converse on May 31st and it went well.
- d. GRANT- Jacob Smith.
Jacob Smith reported that the ISA just received a grant request that had been delayed in the postal system. The request from Reins to Recovery was postmarked on time. A donation request was also discussed for the Moonsville Conservation Club. Jacob Smith made a Motion to approve both the grant request for Reins to Recovery in the amount of \$4,000.00 and a donation to the Moonsville Conservation Club in the amount of \$1,000.00. Richard Keaton seconded the Motion. Motion carried.
- e. INSURANCE/BENEFITS-Richard Keaton.
Richard Keaton reported that Nurse Practitioner Terri Kyle will be leaving the ISA Clinic on May 25. The ISA and the staff of the clinic will be having a going away party for Terri on May 25. The ISA will be providing the pizza for the party.
- f. EMERGENCY BENEFITS – Jacob Smith – No report.
- g. MEMBERSHIP- Susan Askren- No report.
The current 2017 ISA membership is 1046 members.
- h. PARI-MUTUEL - Joe Essig, Jr.
Joe Essig, Jr. reported that the recent pari-mutuel meeting went well and that there were no significant issues.
- i. POLITICAL ACTION- Jack Kieninger.
Mike McDaniel briefly spoke to the Board regarding legislative issues, including the new ADW bill. Mike invited and encouraged the Board to attend any and all of the upcoming legislative caucuses.
- j. PROMOTIONS/PUBLIC RELATIONS-Susan Askren.
Chad Gooding reported on a recent workshop for the promotions committee presented by Media Fuel Digital Agency and that it

went very well. The Board discussed hiring Media Fuel to work on promoting harness racing through various social media outlets, including a new ISA website. President Kieninger informed the Board that the funds for the project would need to come out of the Promotions Account surplus, as this was not budgeted for this calendar year. After Board discussion, a Motion was made by Jack Kieninger to hire Media Fuel for three (3) months at \$8,000.00 per month and after three months, the Board will re-evaluate the progress to determine if they wish to continue the services of Media Fuel Digital Agency. Jacob Smith seconded the Motion. Motion carried.

k. PUBLICATIONS/WEBSITE-Joe Putnam-No report.

1. SCHOLARSHIP/ASSISTANCE- Richard Keaton.

Richard Keaton reported that the scholarship deadline is coming up on July 15.

2. NEW BUSINESS

President Kieninger reported that the ISA had received \$1,195 from John Tanner's Memorial Fund and encouraged the Board to be thinking of a way to use that money in his honor.

President Kieninger also informed the Board that he had received a request from Linda Dever to use the ISA golf cart for the upcoming State Fair races. After discussion, it was determined that the ISA golf cart was being used at that time, however, the Board did agree to rent a golf cart for the State Fair if necessary.

3. NEXT MEETING DATE

The next ISA meeting is scheduled for July 17, 2017 at 6:00 p.m. at the ISA Office, Greenfield, Indiana.

4. ADJOURNMENT.

Richard Keaton made a motion to adjourn. Jacob Smith seconded the motion. Motion carried. The meeting adjourned at approximately 7:45 p.m.

Respectfully submitted

**Respectfully submitted by:
Kristi Comstock, Benevolence Administrator
(Prepared for Lisa Krise, Office Manager)**