International Friesian Show Horse Association

Annual General Meeting Minutes

Date: October 9th, 2026
Location: Virginia Horse Center, Lexington, Virginia, with Zoom participation
Meeting Time: 3:00–3:51 p.m.
Meeting Facilitator: Jamie Caesar
Status: Draft prepared from the transcript; subject to correction and approval.

1. Call to Order and Welcome

Jamie Caesar called the meeting to order at 3:00 p.m. Members were welcomed in person and through Zoom. Jamie explained that no formal agenda had been prepared and that the meeting would provide an opportunity for board introductions, member questions, and open discussion.

A formal attendance count and quorum determination were not recorded in the transcript.

2. Board Introductions

Introductions were made by Jamie Caesar, Jordan Barry, Shirley Trail, Bruce Griffin, Alice Eames, Ryland, Stephanie Burke, Gino Giraldi, and Jillian Moysey. Stephanie, Gino, and Jillian participated through Zoom.

Board members described their experience with Friesians, other breeds, showing, training, youth programs, association work, membership, and points administration. Members emphasized promoting both Friesians and part-breds, strengthening relationships with other organizations, encouraging participation, and maintaining a positive and welcoming association.

3. Association Update and Treasurer's Report

The board reviewed the association's recent rebuilding efforts and thanked the members and volunteers who helped sustain the World Show.

Shirley Trail reported that the previous year's show attracted 88 horses and finished with a modest surplus despite limited starting funds.

The financial update included:

- A reported current account balance of **$17,187**.

- A recent exhibitor checkout deposit of approximately **$4,287**.
- Two Square deposits described as approximately **$1,100** and **$1,500**.
- Additional exhibitor checkouts still outstanding.

The transcript does not establish whether the deposits were already included in the reported balance. No final current-year show profit or loss was presented.

Financial information was made available for attendees to review.

4. Volunteer Contributions and Awards

The board recognized the donated materials, labor, and equipment that helped reduce show expenses.

Handmade award garlands were reported to cost approximately 22–23 each in materials, excluding donated labor, compared with a quoted purchase price of at least $100 each. Contributors were thanked for sewing the bases, attaching flowers, purchasing supplies, and supporting neck awards.

Travis King was recognized for providing show setup materials for use again this year. The board also acknowledged his prior service as president and the volunteers who stepped forward following leadership changes.

Additional volunteers and sponsors were encouraged to assist with future awards and show preparations.

5. Arena Maintenance

Members requested more frequent arena dragging, noting that the footing became hard during some classes.

The board explained that the facility rental includes a limited number of drags and that additional maintenance incurs extra charges. Budget limitations had affected the ability to schedule more drags.

Members suggested obtaining sponsors for additional drags, with recognition through announcements or signage on the tractor or drag. The idea was discussed for future show planning; no expenditure was approved.

6. Future Venue and Show Planning

The board stated that planning was underway for the following year’s show at the Virginia Horse Center. It was reported that the facility had offered to maintain the same rental pricing for the next three years.

Members discussed the advantages of a consistent venue, including familiarity, room for growth, and establishing the World Show as a destination event. Travel concerns for western exhibitors and the financial results of previous venue changes were also discussed.

No formal vote on a long-term venue commitment was recorded.

7. Sponsorships and Program Advertising

Jamie encouraged members to identify potential larger sponsors, including businesses outside the equine industry. Members were asked to share contacts and introductions that could support the show.

Jamie agreed to create a shared Google spreadsheet for the show committee to coordinate potential sponsors and outreach assignments.

Attendees praised the show program, and David was recognized for his work producing it. Members interested in advertising in the following year's program were encouraged to contact Shirley or David.

8. Committees and Member Meetings

Members were invited to participate in the show committee and other possible committees, including an educational committee. Interest in serving on the show committee was expressed.

The discussion included monthly show committee meetings, with more frequent meetings as the show approaches.

Members also requested recurring open Zoom meetings with advance notice, a brief agenda, and opportunities to receive association updates. Quarterly or every-other-month meetings were suggested, but no recurring schedule was established.

9. Show Schedule, Officials, and Photographer

Members expressed strong approval of the revised show schedule, particularly the dedicated time for in-hand classes. The board explained that the changes reflected lessons learned from the previous year's unexpectedly large entries and lengthy sessions.

Attendees expressed interest in having Stevie return as photographer. No photographer appointment or contract approval was recorded.

The board announced that sport horse in-hand classes had been moved to the following afternoon because of judge availability and the stated licensing requirements. Participants discussed whether a rule change allowing a dressage judge to officiate those classes was needed or already effective. The applicable rule was not resolved during the discussion.

10. Exhibitor Communications

Members requested a text or email notification system for schedule changes, scratches, arena drags, cancellations, and other announcements.

Attendees explained that Facebook posts and verbal announcements do not consistently reach everyone, particularly exhibitors or support personnel away from the grounds.

Several communication platforms were discussed, including systems used at other horse shows. Members offered to provide recommendations. The board indicated that options and costs could be investigated.

The announcer and clear barn speaker coverage received positive feedback.

11. Livestreaming, Photography, and Promotion

Members discussed recording and sharing the stallion showcase. Jamie discussed attempting a Facebook Live broadcast if timing allowed following the driving classic.

Livestreaming the World Show was identified as a goal for the following year. Cost estimates of approximately $5,000$–7,000 were mentioned, although the scope of coverage was not clearly established. Full or partial sponsorship was suggested as a way to help fund the service.

Members also suggested:

- Recruiting volunteers to photograph candid moments and winners.
- Sharing horse, exhibitor, and class information with photographs.
- Seeking coverage from equestrian publications and media outlets.
- Providing photos and videos to maintain an active IFSHA social media presence.

Jamie invited members to submit material for the association's page.

12. Year-End Awards and Perpetual Trophies

Members asked about Horse of the Year awards, year-end award procedures, and the possibility of a banquet. No detailed procedures or banquet arrangements were established during the meeting.

It was reported that the Virginia Horse Center would permit IFSHA's perpetual trophies to remain on display if the association provided a suitable, sturdy display case. This was discussed as an alternative to transporting and storing the trophies each year.

No display case purchase was approved.

13. Expanding Showing Opportunities

Members discussed increasing Friesian participation at Saddlebred, Morgan, Arabian, and open horse shows, particularly where additional regional opportunities could reduce travel.

Suggestions included approaching show managers about adding Friesian classes, sharing class sponsorship costs, promoting existing classes, and encouraging exhibitors to support shows that offer them.

Opportunity classes were discussed as a way to attract barns with multiple breeds to the World Show. Members also discussed the appeal of added-money classes and the need to publicize available opportunities earlier.

No specific class additions or sponsorship expenditures were approved.

14. Town Hall and Post-Show Survey

Jamie proposed holding a member town hall. December was suggested because of November show and travel commitments. No date was selected.

A post-show survey was also discussed. Members recommended collecting feedback from exhibitors and from members who did not attend, including their reasons for not attending. Jamie indicated that a survey could be prepared.

15. Follow-Up Items

Item	Responsibility or Status
Create a shared sponsorship outreach spreadsheet	Jamie Caesar agreed to prepare
Recruit show committee and other committee volunteers	Board and interested members
Explore additional arena drags and sponsorship	For future show planning
Evaluate text and email notification platforms	Members to share recommendations; board to review
Research livestream coverage and sponsorship	Goal for the following year
Confirm sport horse in-hand judge eligibility rules	Follow-up needed
Explore a suitable perpetual trophy display case	Proposal for further consideration

Arrange a member town hall	December suggested; date pending
Prepare a post-show survey	Jamie indicated willingness to prepare
Collect photos and videos for association promotion	Members invited to submit to Jamie

No completion deadlines were established in the transcript.

16. Adjournment

Jamie thanked attendees for their participation and encouraged members to contact the board with additional questions or needs. The meeting concluded at **3:51 p.m.**

Record of Formal Actions

No formal motions, seconds, votes, or resolutions were recorded in the supplied transcript.

Supplemental Note: Discussion Before Call to Order

Before the official meeting began, participants discussed an IFSHA affiliation and points program for non-USEF shows. Topics included IFSHA membership and horse enrollment requirements, a possible $50 show affiliation fee, submission of official show results, and separate Classic points.

This discussion occurred before the 3:00 p.m. call to order. No adoption of a fee, policy, or program was recorded.