



MINUTES

MEETING MINUTES			
Date: 11/08/21	Meeting Time: 9:05 p.m.	Location: Zoom	
MEETING CALLED BY	Stacy Pearsall, President		
TYPE OF MEETING	Board of Directors		
ATTENDEES	Stacy Pearsall, Dehan Courtney, Dr. Hernando Plata, Will Beattie, Lisa Martin, Rebecca Courtney, Harold Williams		
NOTE TAKER	Stacy Pearsall		
PREVIOUS MINUTES	N/A		
AGENDA	State of the Registry <ul style="list-style-type: none">• Website• Budget Overview• Marketing Allocation• Merchandise Overview Registrar Brief <ul style="list-style-type: none">• Memberships• Horse Registrations		
AGENDA TOPIC #1			
PRESENTER	Stacy Pearsall, President		
SUMMARY	State of the Registry: <ul style="list-style-type: none">• Some glitches in the EBRA website are on-going and being addressed. Mainly, the "Become a Member" page and Wix subscription integration. Wix is aware and hopefully it will be smoothed out.• At start up, projected 50 Members within the first year. After three weeks of launch, the EBRA is nearly halfway to that goal.• Startup expenses total \$15,368.62 – all of which has been covered by the founding Members of the EBRA and will be applied as Registry credit. The EBRA received a charitable donation of \$7,000 from an anonymous donor for the Website and Logo fees. The Founding Members' contributions are outlined with the EBRA Financials document attached (See Section A.). As of November 8, 2021, total revenue derived from Registry services and merchandise is \$2,641.46.• Merchandise was developed to bolster and promote the Registry and "Breed Awareness." Sales are steady.<ul style="list-style-type: none">○ Treasurer Shayna Sauls is checking into tax obligations for the sale of merchandise.○ The BOD will use the revenue to fulfill its mission pillar of "Breed Awareness" to be conducted through Facebook, Instagram and Google Ad campaigns.• Stacy Pearsall, Dr. Hernando Plata and Lisa Martin have contributed additional funds to launch the "Breed Awareness" campaign.<ul style="list-style-type: none">○ \$199 per month has been allocated to Facebook and Instagram Ads○ \$88 per month has been allocated to Google Ads		
ACTIONABLE ITEMS		PERSON ASSIGNED	DEADLINE
Launch Facebook and Instagram Ads		Stacy Pearsall	11/09/21
Launch Google Ads		Stacy Pearall	11/09/21
AGENDA TOPIC #2			
PRESENTER	Rebecca Courtney, Registrar		



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SUMMARY	<p>There are currently 21+ Members in some state of the registration process. Other than the BOD Members' horses, there have not been many horse registrations thus far. Assuming new Members need time to read the website/handbook to understand the Registration process.</p> <p>Initially sent certificates in paper envelopes but switching to rigid mailers due to USPS inconsistent folding/not-folding of official documents.</p>
NEW BUSINESS	BOD generally pleased with first Members Meeting, Membership growth and participation.
NEXT MEETING SCHEDULED	01/10/2022
ADGENDA	State of the Registry and Registrar Updates
MEETING ADJORNED BY	Stacy Pearsall, President at 9:30 p.m.
MINUTES PREPARED BY	Stacy Pearsall, President
MINUTES APPROVED BY	Lisa Martin, Secretary

A.) EBRA Financial Report

European Brabant Registry of America			
Data Entries By:		Treasurer: Shayna Sauls Registrar: Rebecca Courtney President: Stacy Pearsall	
Month	Payables	Cost	
January			
February			
March	Legal Fees- Corporation Filing Web Fees/URL	\$509.50 \$956.80	
	TOTAL:	\$1,105.30	
April	IRS 801c3 App	\$275.00	
May			
June	Zoom Pro	\$16.04	
July	Grassroots Registry Software Ton Van Der Weerden: Image Licensing Zoom Pro	\$4,125.50 \$141.05 \$16.04	
	TOTAL:	\$4,282.59	
August	Google Storage Zoom Pro Office Supplies Trademark Phone	\$19.99 \$16.04 \$584.89 \$500.00 \$10.00	
	TOTAL:	\$1,130.72	
September	Zoom Pro Phone UC Davis Office Supplies- Certificate Paper Ton Van Der Weerden: Image Licensing	\$16.04 \$10.00 \$82.00 \$600.00 \$31.05	
	TOTAL:	\$739.09	
Accounts Receivable \$9,641.46	October	Office Supplies- Envelopes/Labels Phone Feel Good Designs- Web Design UC Davis	\$79.99 \$10.00 \$6,500.00 \$261.00
Accounts Payable \$6,858.99		TOTAL:	\$6,850.99
BALANCE: \$2,798.47		Office Supplies- Certificate Paper Zoom Pro Adobe PDF Editor Feel Good Designs- Web Design	\$809.05 \$16.04 \$14.99 \$144.85
		TOTAL:	\$984.93
	November		

	Starting Credit	Credit Used	Remaining Credit
Memberships- Farm	\$875.00	\$2,207.12	\$1,777.12
Memberships- Single	\$375.00	\$1,500.00	\$680.00
Donations	\$7,000.00	\$500.00	\$3,250.00
Registry Business	\$955.00	\$5,636.55	\$3,141.55
Merchandise	\$436.46		
TOTAL:	\$9,641.46		

Creditors:	Amount
Hernando Plata	\$1,500.00
Will Beattie	\$500.00
Rebecca Courtney	\$5,636.55
Stacy Pearsall	\$2,207.12

Donors:	Amount
Anonymous	\$7,000.00