

## ATCA TELECONFERENCE MINUTES

April 19, 2021; 6:00 p.m. PST

Board Members: Cleland, Evans, Farmer, Massey, Mason, Occhiuti, Platte, Post, Rife, Samarotto, Schreeder, Sousa, Zupan Absent: Occhiuti AKC Delegate: Christensen - Absent

Call to Order; Establish quorum; appoint a timekeeper

Minutes: Previously approved and published.

**President:** Grace Massey. On June 27<sup>th</sup>, Katrina will be having a going away party for Kerrie Bryan who is moving to Australia. There will also be a Zoom meeting scheduled during the party for everyone that cannot attend, to wish Kerrie farewell. If anyone is interested in contributing to a gift card for Kerrie from Gold Field Revegetation Company in Australia, contact Teresa "Pete" Schreeder at [pete128@earthlink.net](mailto:pete128@earthlink.net). You can send a check, pay through PayPal or through Zelle.

A Zoom invitation will be sent out to the ATCA membership once all the plans are in place. If you have any questions, contact Pete or Alexa Samarotto ([samabelaus@aol.com](mailto:samabelaus@aol.com)).

**NO Reports from the Vice President, Recording Secretary, or Corresponding Secretary.**

**Treasurer Report:** Darlene Evans A presentation will be made at the next Board Meeting.

**AKC Delegates Report:** Bill Christensen ABSENT

### Old Business

**National Specialty Update** – Darlene Evans – Monday, July 12 has been added to the Lodi schedule. There will be two days of all terriers, and three days of all-breed. An additional reservation is needed for Monday night. The code is ATR. All applications are approved by AKC. All rings indoors. A Vineyard has been found for the National banquet. A BBQ is also planned at the hotel Saturday night. Pizza and beer will be served during the Australian Terrier only obedience and rally trial Thursday night, July 8th. CGC and Trick Tests will be offered at the hotel on Saturday. Sponsors are still needed for the trophies. The hotel rooms are really nice suites. Refrigerators and microwaves in all rooms. There will be a grooming area reserved all five days for Australian Terriers only, so it should be a fun time.

**ATCA Website Update/Refresh:** Theresa Schreeder.

Kerrie Bryan reminded Grace that the Branding Committee had met last October. It was decided to let Kerrie and Kathy make some updates to the website. If the updates were not sufficient to generate more traffic, then Tgdesign would be asked to create for a more updated look. The breeders page has been updated and is now easier to find. The hits to the website recently have increased quite a bit.

Pete will notify Theresa with Tgdesign that the Board of Directors is going to table the idea for the time being.

**Take the Lead notice from AKC** – Grace Massey polled the Board if anyone had a problem with her writing a letter to the California legislature as President of ATCA letting them know that this breed club relies on the small breeders. If the current legislation being considered passes and the small breeders are penalized, the Australian Terrier would no longer exist. The Board agreed Grace should send the subject letter.

**Sustainability Committee Report** – Grace Massey

Grace talked to Vicki McKee about the financial part of the report. Since there are no funds earmarked for travel or advertisement right now, the budget part of the report will be removed.

**2021-34 Motion:** Motion to approve the Sustainability Report without the budget. First Celest Platte, Teresa Cleland second. Motion Passed.

## **New Business**

Trademark Licensing Agreement – Grace Massey

AKC wants to use ATCA's logo for events and marketing. A lot of the other parent breed clubs want to limit the AKC use of their club's logo to something like Meet the Breeds. Member Sharon Walker, who is a patent attorney, has agreed looked at the agreement. Grace has some examples of limits from other breed clubs which she would like to forward to Sharon to review. Most of the parent clubs are only giving limited access for the logo to Meet the Breeds.

Some of the concerns was the Term of use, using the logo in the Market place, notification through US Mail. Also make sure ATCA can terminate the contract without a lengthy battle.

Grace will also ask Sharon about registering the ATCA logo and cost involved.

**Mae Roo Trophy Expenditure at National** – Darlene Evans/Alex Samarotto.

Not for 2021 There are two awards left from past years. The award will only be given to the winner, but the co-owners will be offered the opportunity to purchase an additional medallion. There were three cost options. The more medallions purchased, the less the cost. If co-owners are going to be made the offer to purchase an additional medallion, then a purchase of the 30-custom made die struck medallions in a 3.5 inch size at a cost of \$22 each plus \$18.98 shipping is the most cost efficient.

**2021-35 Motion:** Motion to buy thirty count of the Mae Roo Medallions and make a duplicate available to the co-owner for \$25. Grace Massey 1<sup>st</sup>. Barb Post 2<sup>nd</sup> motion. Motion approved.

**ATCA University** – Zooms –Scott Pruter/ Rita Farmer

To get more people involved with the Australian Terrier and possibly the club, the ATCA University Zoom Meetings were proposed by Scott Pruter. There would be a topic for each Zoom Meeting/Webinar such as performance, grooming, barn hunt, tricks, conformation.

The Board agreed to put this under Public Education. Scott Pruter will be the lead with assistance by Rita Farmer. The meeting could be recorded then uploaded to YouTube and/or Facebook for viewing by those that were not able to attend.

**Education Day at the National** – It is planed that a Zoom Meeting/Webinar link will be sent out to the membership for those who will not be at National or cannot attend the live presentation.

Next Teleconference May 17, 2021

There being no further business, Alexa Samarotto made a motion to adjourn. Celeste Platte seconded. Motion carried.

*Respectfully submitted,*  
*Celeste Platte, Recording Secretary*