

El Board Meeting Minutes - 9/20/15

Bellevue Public Library

Called to Order: 3:09 PM

Attendance

Present:

Gunn, Sarah, Diane, Trish, Penny, Laurie, Meika

Absent:

Chris

Division Reports

General

El membership is ahead of last year. Full report will be presented at the next meeting.

Dressage

In general the division had a rough start when the director resigned after one month. Schooling shows are fairly well self-run while the recognized show had a severe shortage of show volunteers. Estimated 100 volunteer positions needed to be filled over the course of the 3 day show. Moving forward will look at setting up the volunteer coordination as a 2 person job – one to line up the volunteers before the show and a second to train and deal with volunteer questions and issued during the show. The plan for this year was to hire show staff but there was not enough sponsorship to cover hiring the professional staff.

Division income & expense statement showed \$2,777 income. However, storage costs were not yet reported so the division expects to basically break even.

Discussion was held on the following opportunities for improvement:

1. Division sponsorship totaled \$400. One idea was to add a line on the entry form for donations.
2. Show staffing alternatives – hire professional show staff or start own team comprised of a show managers (2), a show secretary, and 2 volunteer coordinators (one responsible for pre-show planning and a second to track and train volunteers the day of the show.)
3. Sharing volunteers between the various disciplines.
4. Better volunteer tracking application

Discussion about coordinating dressage and sporthorse breeding efforts resulted in Laurie joining the dressage planning committee.

Driving

Despite the uncertainty of the venue being in foreclosure, three shows were held at capacity this year. The Kitchen Sink added pleasure classes for the first time. The CDE incorporated an advanced DTE. The Back to Back weekend was also successful. Volunteers were plenty. Success in the volunteer area was attributed to sending out personal emails and contacting people

asking them to come out. Driving volunteers also love the EI volunteer shirts as well as rotating between the various jobs (from show to show.)

At the end of the CDE, there was a fire about 2 miles away that resulted in those at the venue on standby to evacuate. This prompted the show organizers to come up with a verbalized fire plan.

For next year, dates and clinicians are being considered.

Division financials were ok. The fundraiser could have been better though approximately \$4,000 was raised between sponsorship, donations, and a silent auction.

Eventing

It was a good eventing year. Prelim was added to the May show and there was a wait list for entries. Eventing financials are in good shape despite using more facilities and paying those relevant costs. The horse park took care of the bulk of the facility prep.

Coming up this September is the unrecognized event and there are 60 riders coming for the one day.

Next fall, EI was granted permission to run a second recognized event. Dorothy Hamilton will run it and Penny will be the volunteer coordinator.

There was some discussion about having a point system challenge for the 3 venues (Spokane, EI, and Aspen) each hosting 2 events apiece next year. Naming suggestions included: Triple Crown or Triple Challenge.

The division expenditures included purchasing new XC signs and 2 new dressage arenas as well as earmarking a donation of \$10K towards an announcers system at the Washington State Horse Park. No action has yet been taken on the announcing system.

There was some discussion about what show planning data (budget) could be shared outside of EI.

Sporthorse Breeding

The division hasn't compiled any financial data yet. The show held was successful but challenging to get enough participants due to the change to EI. There was a significant number of last minute entries. Highlight of the weekend was the dinner and silent auction. Previous year achievements were recognized at the dinner.

There were a good number of new EI members signed up.

Inter-Division Cooperation

Discussion started around the need for volunteers and sharing them between disciplines.

Another topic was the tension between dressage riders and sporthorse breeders when the breeder part of the show seems to interfere with the riding part of the show. This is seen as an opportunity to educate the dressage riders. In order to better coordinate the needs of these two groups, Laurie will join the dressage planning committee.

There was additional conversation around dressage using Washington State Horse Park for a show. One barrier expressed was about the willingness of dressage riders to travel over the mountains.

Another idea was to offer an introductory clinic on the various sports. The eventing community held an "Experience Eventing" workshop that was very successful. This idea might attract more people into EI and the various sports.

Meadow Woods Equestrian Center

It is still a goal to hold a multi-division event. Attempts to get a set of numbers from Meadow Woods last year didn't pan out. Staffing at Meadow Woods has changed. EI will attempt to work towards an event there in 2016.

Dropbox Reminder

Reminder to use the dropbox for EI Document sharing and storage. Each division can also use the drop box to store and share their document. Many on the board needed a reminder as to dropbox location. Diane will sent out a reminder.

October Board Meeting / Strategic Planning

Date is October 17th from 10 – 4 at the Axness home in Fall City.

Think of ideas for the interdisciplinary event.

Strategic planning will focus on the following:

- Integrating sporthorse breeding
- Inter-divisional working together
- Improving volunteer recruitment and sign up

2016 Board Discussion

Discussion on the following:

- Need to add another driving person on the board.
- Need to add another dressage person on the board
- Discussion about skyping into the meetings
- Meika will be the Area VII organizer.
- Need to confirm the names of who will be on the board next year. Board is elected in mass.

November Annual Meeting & Fund Raiser

Draft schedule and agenda for the annual meeting were reviewed. Agenda will be finalized at the October board meeting.

To prepare for the annual meeting, the recommendation was to check out last year's annual meeting presentations.

A slide show will be created. Add photos from the various events to the dropbox.

Diane is taking the lead on the tack and craft vendor arrangements. She reported out on Bellevue City vendor fees and will follow up with the NW Arts Center contact to see how this was handled by other groups.

There was discussion and a decision to go with a \$50 flat fee per vendor as opposed to a % fee based on sales.

Diane will draft the flyer to advertise the event to vendors. Once it is finalized, we all will send it out to our various contacts.

Any other ideas for advertising the event should be sent to Diane.

Other Business

PR person for the horse park?