

Equestrian Institute Board Meeting - 11 January 2015

Present: Diana Axness, Sarah Johnson, Chris Bredeson, Erin Alberda, Trish Camozzi-Ekberg, Penny Leggott

Not Present: Gunn Cooper, Laurie McLaughlin, Meika Decher

Called to order 3:35 PM

Agenda

1. Voting on adding a new board member as secretary
2. Discussion and vote on forming a sport horse breeding division
3. Meadow Woods Equestrian visit and August All Division EI event
4. Reports from Divisions
5. Website Updates
6. IT Webmaster recruitment request
7. November Annual Meeting & Fundraiser
8. New Business

Voting on adding a new board member as secretary

Per Section 4.5 of the Bylaws, the board voted to fill a vacant position as Secretary. Vote passed.

Discussion and vote on forming a sport horse breeding division

Legal advice was sought re: the termination of one organization and the initiation of a new EI division. Discussion at the EI Annual Meeting elicited positive interest from the membership.

The following actions were discussed, motions made, and voted upon. Chris Bredeson recused himself from the votes.

- Form a Sport Horse Breeding division - passed
- Chris Bredeson as division director - passed.
- Division named Sport Horse Breeding Division - passed.
- Accept the reviewed Sport Horse Breeders Association asset list as a donation to EI - passed.

Document for accepting asset transfer from Sport Horse Breeders Association was signed and dated.

Discussed a public announcement in Flying Changes re: dissolution of Sport Horse Breeders Association and the creation of the new EI division. A new section on the EI website will be established. Breeders Classic is scheduled for the last weekend in August at Donida Farm.

Meadow Woods Equestrian visit and August All Division EI event

Diana gave an overview of plans to develop Meadow Woods. While there is still much work to do there, EI is moving forward to establish a working relationship with Meadow Woods. Planning for an all-division event on August 29-30th is underway. One suggestion is “ride and review” clinics for each division.

Event goal is to: 1) introduce EI members to Meadow Woods in a non-competitive environment; 2) hold a cross division EI event, and 3) host a reception or social event for all EI members.

Diane Axness and Rebecca Chatfield will work on a master plan for the event. They will need division support and ask for sub-committee participation.

Reports from Divisions

Driving:

Reviewed budgets for the planned three shows: Clinic/Schooling & Dressage Festival, Combined Driving Event, and Driving Trials (Back to Back One Days). Historically the shows fill so expect the same this year. Still need to sign facility contract for event dates. In addition to the three show budgets presented, there is a general expense budget of \$2,000 (\$1,000 for scholarships, and \$1,000 for supplies and awards).

Driving budget approved.

Dressage:

Budget is under division review and will be changed based on the number of shows to be offered. New volunteers are getting up to speed as coordinators for volunteer, shows, and sponsors. A strategic planning meeting was held and due to resource limitations, the following changes are planned:

- Champaign Classic will be put on hiatus for 2015 with plan to bring it back in 2016.
- Use of a professional staffing agency for Beaujolais. Discussion of insurance carried by the employer will need to cover show staff.
- Reduction of schooling shows from 3 to 2.

The National Dressage Pony Cup will be offered at Beaujolais and the Sport Horse component will move to Sunday.

Focus will be on fund raising and increasing sponsorship.

General Fund:

Over the past four years, the general fund has been decreasing. This highlights the need to improve funding for the general fund budget.

Reports from Divisions (Continued)

Eventing:

USEA recognized event is in May and will run the first Prelim course at the WA State Horse Park. USEA Area VII is asking EI to run a second event so a late September 2016 date being pursued. Dorothy Hamilton has agreed to be the 2016 fall event show organizer. Other show plans include Back to Back schooling days.

As of January 1st, USEA is no longer supporting Flying Changes subscription for USEA members. Since EI members will continue to get their copy, expect to see an increase in EI eventing memberships.

Shared a volunteer incentive idea patterned off the "Adult Rider Bucks." Volunteers can earn EI Bucks volunteering for EI and use for the schooling show discounts. One consideration mentioned was how to budget or account for lost show revenue.

Sport Horse Breeding:

One show is planned – actually two 1-day shows back to back. Expect to volunteer at other EI shows and hope for the returned favor. Discussed running an EI show alongside another existing show (like Aspen event.) Key consideration is to not appear as though EI is supporting a for-profit event.

Budget will be presented next month. Members from the disbanding organization will be encouraged to join EI.

Website Updates

Need to review division pages and send corrections or updates to the webmaster.

IT Webmaster recruitment request

EI is looking for a webmaster as well as Facebook admin. The ideal is someone who is detail oriented, comfortable with social media, and willing to use a custom IT web authoring tool.

November Annual Meeting & Fundraiser

Annual meeting is set for November 14th at NW Arts Center. Need to decide on a fundraiser as well as beef up advertising for the meeting. Also looking for ideas on how to engage all the divisions. Ideas mentioned included volunteer recognition, year-end awards, or presentation of perpetual trophies.

New Business

None

Meeting adjourned at 5:10.