

Equestrian Institute Board Meeting – 1 October 2016

Teleconference

On the Call – Laurie, Trish, Diane, Merridy, Sarah, Gunn, Meika, Penny (Not on the Call: Chris)

Called to order – 3:05 PM

Agenda

1. Division Reports
 2. 2017 Board Slate
 3. Annual Meeting Planning
 4. Family Membership
 5. Meeting Minutes Review and Approval
 6. Other business
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Division Reports

Eventing

Fall Horse Trials were held last weekend. Event was full, went smoothly, and received good evaluations. Getting enough volunteers required effort. Did not have a show photographer so will look for one who can photograph jumping horses for next year. Presented awards individually in a nicely staged area. Expect the financial numbers to come out ok.

2017 dates will be decided by USEA soon. Will be looking to run Intermediate course in Fall 2017. Fundraising by and for the Horse Park will go towards the intermediate course.

Financials for the fall event haven't yet been compiled but expect to make some money. As shows get bigger and fancier, the number of entries is capped off based on the number of arenas – and this limits income. Expenses have grown – professional looking XC sticks and greenery, XC jump repair, etc. - but the division won't have similar expenses since EI now owns the equipment.

Dressage

Held the division meeting to review how the season when and what to do differently. The shows went better this year than they have. Attendance was down due to a competing show at Meadow Wood.

Plans for 2017 are to push the year-end awards and focus on the Beaujolais and Champagne shows. The recognized show held at Bridle Trails will be dropped. Efforts will increase on garnering more sponsorship and advertising.

A new event for 2017 will be hosting a Certified Instructor / Trainer clinics. This fits with EI's mission and would be an exclusive offering to EI members. Taught by Anne Gribbons and Lilo Fore, each clinic will teach a theoretical concept included on the certification test, followed with time for riders to practice the concept. Anticipate that trainers who bring students will get a discount on the clinic fee.

Financially, the division did not do well as show attendance was down 40%. The goal for 2017 is to get back to the realm of \$5K-\$10K profit by streamlining expenses while maintaining the qualities of the two shows.

Driving

Held 5 events this year and all went well. The fill rate of the 3 big events was over capacity and the two smaller events were close to being full. Kudos to Merridy for writing a well-received article on the Intro to CDE clinic. The Ethel location is now the Ethel Event Center and the new owners are focused on working with the show committee to ensure that needs are addressed.

The last event of the year will be a “play day”. Volunteers from the competitor ranks are invited to help clean and store the equipment and then go play. EI is paying for stabling and facility fees for those that help.

Financially the division had a good year due to fundraising and donations from competitors as well as some income from advertising and sponsorship.

Planning for 2017 has not yet started. One new item of interest is that the Regional ADS rep for the NW Region is changing and the new NW rep may be willing to help coordinate events with the Pacific Region in order to see if show attendance in California might increase.

Sporthorse Breeding

Annual event was the last week in August. Show was well organized and received positive comments. While the financial data is still being compiled, the expectation is that the show lost money. Show entries were at 30 instead of 50, as a number of breeders only showed a few horses versus the numbers they have in the past.

The challenge is that compared to the east, the NW is not getting national recognition for quality horses and the breeders here can't leverage show participation into improved sales or name recognition. Consequently, support and entries are dwindling.

A general discussion followed:

- Impact of dressage scores here in the NW. Riders tend to score in the 60% at the region's championships. Improving dressage scores would give more credibility to not only NW dressage riders but also regionally bred horses.
- Number of people who might have young horses at home but need someone trustworthy to get them out and about.
- Lack of good “young horse” runners.

General division

There was nothing to report at this time.

2017 Board Membership

The goal is 2 representatives from each division plus a Director and a Secretary. Some existing board members expressed their willingness to continue serving on the board in 2017. Some divisions still need to have their 2017 planning sessions, including discussions about board representatives.

At the next board meeting on 10/29, the 2017 slate needs to be confirmed for the annual meeting.

2016 Annual Meeting

Meeting is now scheduled for Sunday, November 13th. Notice to membership will go out within the next few days to comply with the 30-day written notification stipulated by the bylaws.

A decision was made to hold a Poker Ride (Drive) at Polestar Farm before the annual meeting. Details such as \$10/ per entry buy in, refreshments, and ride details will be posted on the EI Facebook page as well as via eFlash messages.

EI Family Memberships

Diane provided background on the family membership that was discontinued a few years ago. She has had some feedback requesting the family membership be reinstated. For one fee, a family membership covered the family members (including children under 21) living at the same address. Individuals were listed separately on the EI roster and one copy of the magazine was sent to the address.

Discussion focuses on the general support for bringing the family membership back as well as the cost structure for a family membership. Individual membership is \$55, which covers the \$20 USDF GMO membership fee. Recommendation was to increase the family membership to cover the USDF fee.

Motion was passed to put the family membership to a vote at the annual meeting.

Next meeting the cost of the family membership needs to be discussed and a cost structure determined.

Board Meeting Minutes Review & Approval

Motion to approve the February meeting minutes with the correction in the section header where FUN is edited to FUND.

Next Meeting Reminders

Need budgets and slides for the annual meeting.

Meeting adjourned: 4:45 PM