

# E.I. Board Meeting Minutes

## 03/09/2014 Meeting

### **Attendees:**

Diana Axness, Rebecca Chatfield, Gunn Cooper, Lori Fleming, Alison Moss

### **Agenda and Notes**

Rebecca Chatfield called the Board meeting to order at 3:29.

#### **1. Overview of 2013 Year End Financials – Gunn Cooper**

Gunn reviewed the December 31, 2013 balance sheet and profit and loss statements by Division.

#### **2. Dressage Division Budget. – Gunn Cooper**

Gunn reviewed the Dressage Division's proposed 2014 budget. 2014 may be the final year EI puts on the L'Aperitif show as a recognized show; putting it on is a tremendous amount of work and it produces a very modest revenue. Thereafter, it may be changed to a schooling show or eliminated.

Alison moved that the Dressage Division's 2014 budget be approved as submitted; Lori seconded the motion.

**Vote:** The attending Board members unanimously approved the motion approving the Dressage Division's 2014 budget.

#### **3. General Budget – Gunn Cooper**

Gunn reviewed the General Division's proposed 2014 budget. There was a general consensus among Board members present that EI needs to increase membership. Membership dues have declined from \$20,251 in 2010 to \$11,304 in 2013. The Board discussed cost saving measures. The Board discussed a provision of the USDF by-laws which permits GMO's to have subdivisions.

Alison moved that EI create a subdivision of EI for each discipline in 2015. Lori seconded the Motion.

**Vote:** The attending potential Board members unanimously approved the motion to create EI subdivisions in 2015.

The Board continued its discussion of subdivisions and other potential cost saving steps. The Board discussed member-related fees and the relationship to dues EI pays to our affiliated organizations (USEF, USDF, USEA, and ADS). There was consensus that EI membership fees themselves should not be changed, but the Board considered equity issues around how EI member fees are then used to pay

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dues to our affiliated organizations. After much discussion, the Board decided that USDF dues would be paid out of the Dressage Divisions' budget. EI will add a question to the membership form asking whether the member already receives *Flying Changes* and, if the member does not, whether the member wishes to receive it.

By consensus the Board eliminated budget items for the USDF annual conference and food for Board meetings.

Alison moved that the budget be approved as revised; Lori seconded the Motion.

**Vote:** The attending Board members unanimously approved the motion approving the General Division's 2014 budget.

### **4. Driving Division Report – Diana Axness**

Since the Board approved the Driving Division's 2014 budget, the Division has added a Beginning Driving clinic on April 5. The Division is submitting a bid to make the August, 2014 CDE the North American Championships for Very Small Equines (VSEs).

### **5. Webmaster – Lori Fleming and Rebecca Chatfield**

Lori and Rebecca reported that the transfer of webmaster/IT responsibilities from Maren Jensen to Lori is complete and that Maren provided a great "hand-off" document.

### **6. Grants – Gunn Cooper**

Gunn proposed that the grants be transformed into scholarships for EI clinics. The scholarships will make the clinic more affordable for the recipient and fulfill EI's educational mission. EI would interview the recipient rather than requiring that the recipient prepare a review of the activity for which he/she received a grant, as was required for grants. EI would publish the interview in *Flying Changes*. Each Division will determine the requirements for awarding its scholarships, although all recipients must be a member of EI.

The budget for the planned October, 2014 Geoff Moore clinic is being developed and will be included in the Dressage Division's budget.

### **7. Communications for EI Events – Rebecca Chatfield**

The Board discussed use of Facebook and eFlashes. Rebecca reminded the Board that eFlash messages are generally sent only to EI members, a few hundred people, and Facebook posts are seen by 2000+ people. Eflash and Facebook

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messages have general-interest content, news, or announcements appropriate for the whole EI community. Event organizers may also send event-related email to a short-term targeted list, such as day-of-show instructions to competitors for a particular show.

### **8. Volunteer “Goodies” - Lori Fleming**

Lori reviewed her EI volunteer “Swag Recommendations:” photo book with new cover; clear vinyl window clings; baseball caps; and carnival ups. Lori asked each Division to submit photos that can be used on the cover of the new photo book. To reduce the unit cost, she recommended that EI order “goodies” for more than one year.

### **9. Microsoft Match – Rebecca Chatfield**

Rebecca reported on a \$109 volunteer match from Microsoft for volunteer hours spent by a Microsoft employee.

The meeting adjourned at 5:10 pm