

El Board Meeting & Working Session - 10/17/15

Location: Axness residence – Fall City WA – 10 AM to 3 PM

Present: Diane, Penny, Chris, Gunn, Merridy, Trish, Sarah, and Meika (Not present: Laurie)

Agenda:

- Introductions
- Division Reports
- Review of El Mission Statement
- SWOT Assessment
- 2016 Initiative Planning
- Annual Meeting Preparation

Introduction

Welcome to Merridy Hance who will join the board for Driving.

Division Reports

Dressage

Division broke even. Key issues faced were securing volunteers and experienced people on the committee. In 2016, Kathleen Lewis is willing to be on the dressage committee and recruit new committee members. There was some discussion about other private shows that could fill the calendar space if El continues to struggle with show management. The point was made that El represents the adult amateur riders and provides a link to the sporthorse breeders.

Sporthorse Breeding

First show was a huge success though attendance was down as a large breeder from Canada only brought part of the expected number. The division anticipates there will be full participation next year. Many signed up for El memberships. The show lost about \$300. The show also had enough volunteers. One idea discussed was running a future event horse and in-hand event horse one-day show.

Driving

The division had a good year with full 3 shows. Financially, about \$5,000 in fundraising was raised while the shows broke even. Volunteer coordinator teamed with the show secretary to staff and shift as needed the volunteers. Issues included sponsor donor wasn't on task this year and the venue being in foreclosure added uncertainty.

Eventing –

The recognized show did well financially. Despite 2 new USEA venues on the calendar, Area 7 event organizing committee continued to allow El to provide amateur "amateur shows" and the back-to-back schooling shows were held this fall. 2015 budget to actuals were reviewed. In 2016, there will be a second El recognized event in September. Eventing's volunteer problem is building a cadre of people who are willing to put a date on the calendar a year in advance. Based on division finances, the idea about upgrading prizes or offering cash awards is being considered.

General Fund –

There was no report on the general fund.

Review of EI Mission Statement

The current statement was reviewed.

There was discussion about the word “breeding” and the board reviewed the rationale from last year re: why opted to go with Breeding. Shows focus on Dressage Sporthorse Breeding but want to expand again to Eventing and Driving Sporthorse Breeders.

There was additional discussion about switching “competitive” with “educational” being first and adding something about horsemanship.

Redrafted Mission Statement is as follows:

Provide educational and competitive opportunities in the equestrian disciplines of Driving, Eventing, Dressage, and Sport Horse Breeding in order to promote excellent horsemanship

SWOT Assessments

Strengths	Opportunities
<ul style="list-style-type: none"> 501C3 non-profit Divisions have assets to run shows Financially strong for each division Membership didn't decline this year Multiple – discipline organization Name recognition and strong brand and good reputation Represent interest of amateur riders and drivers Strong core group at board and some divisions USDF GMO allows us to attract good judges 	<ul style="list-style-type: none"> Awards promote memberships Cross discipline activities EI sponsorship for all disciplines Legacy planning to promote stop change in organization structure and assets Promote brand through selling of log merchandise Social media tie-in to promote EI
Weaknesses	Threats
<ul style="list-style-type: none"> Ability to get enough volunteers for events Core group does 90% of work Dressage lacks volunteers at board and committee levels Lack of pursuit of sponsors /donor /advertisers and coordination of efforts Lack of young adult participation Membership fee doesn't cover general fund expense Not an obvious benefit to membership for most divisions Not enough promotion of organization – including social media Reliance on venues for our events 	<ul style="list-style-type: none"> Competing membership such as adult riders, SUEA, USDF participating membership Competing shows at same venue Declining membership is a national trend Limited sponsorship / donor dollars available. Venue longevity & relationships

2016 Initiative Planning

Idea	Sponsor
Gala for 2016	Diane
Sponsorships for across all disciplines	Meika Plan drafted by Diane
Volunteer mobilization (by charging or by sharing)	Target for January Discussion
EI Awards – cross discipline, by discipline, volunteer hours, year-end awards	To be determined
Social media plan	To be determined

Annual Meeting Preparation

Annual meeting notices have gone out. Divisions need to prepare presentations. More vendors are needed for the bazaar and the link for the vendor form is on the EI web site.

Deadlines to be aware of:

- November 10 – Flying changes input to Diane by the 10th.
- November 12 - Slides and photos for the slide show should be on the drop box by November 12th.