

Equestrian Institute Board Meeting - 17 January 2016

Bellevue Public Library, Bellevue WA

Present: Gunn, Merridy, Diane, Trish, Meika (phone), Sarah, Chris (Phone), Laurie, Penny

Called to order 3:07 PM

Agenda

1. Division reports including review and approval of 2016 plans
2. Action plan review from October 2016 board meeting
 - Increase general fund revenue
 - Increase volunteers and sharing of volunteers among divisions
 - Increase cross division involvement
 - Awards and recognition - by division, across EI, or both
3. 2016 website updates
4. New business

Division Reports & 2016 Budgets

Driving

2016 budget was reviewed. The goal is to break even and the following aspects were discussed:

- “Introduction to Combined Driving” clinic will be added this year. An American Driving Society grant was applied for. Grant awards criteria is more stringent these days.
- TREC will be held again this year and it might generate a surplus (depending on turnout.)
- Kitchen Sink show is fun and the division is encouraging local trainers to bring students. As details are worked out, the bottom line might change a bit.
- CDE - the recognized show – is in its 5th year and expense are consistent. Judges are lined up. One change might be if an organizer is hired.
- Sponsorship / Donor income is planned at \$3,000 for the year.
- Back-to-Back show is also budgeted for.

Discussion on emphasizing “ride along” at the clinic with the idea of getting more people to show up (versus needing your own horse and equipment.)

Motion made to accept the Driving budget. Motion passed.

Dressage

2015 actuals and 2016 show budget were reviewed. Anticipate a gain of approximately \$3,000 versus the loss realized 2015.

- Will have a show management team again, same as the last few years.
- Expect to save on food, hotel, and travel for one of the L’Apertif show officials.
- Expect similar entries as 2015 for Beaujolais. Expect less costs associated with travel since judges are coming from the West Coast. Also hoteling will be less since the golf tournament won’t be in town.

- Champagne is projecting a gain versus a loss as there are no competing shows with judges of a higher caliber.
- Income is projected from the March and April schooling shows.
- General expenses are expected to total \$6,000. Grants have been expanded from \$1,000 up to \$2,000. Added \$1,000 for year-end awards.

Plans include co-sponsoring a scribe clinic in March with the Lake Washington Saddle Club. A clinic budget addendum will be brought for review next month.

Motion made to accept the Dressage show budget. Motion passed.

Eventing

Eventing will present its budget next month.

A Cynthia Bales clinic is scheduled for next month. Any income generated by the clinic will be free and clear.

Eventing purchased dressage letters that were on sale over the holidays. They are available to the other divisions if needed.

Sport Horses

Sport Horses will present its budget next month.

Show planning is in good shape. The show management team is returning and show officials are being contact. A contract with Donida is not yet signed though.

Show dates are August 27 – 28th. Additionally, a show with Dressage division at Chablis is being worked on.

Other Topics

Year-end member awards in dressage and eventing were discussed as a way to drum up membership. There was the idea of points for placing, participating in clinics, and for volunteering. One concern is that they will compete with Adult Riders and Area VII awards.

Budgets have an insurance line item. The question came up if we could get a “better deal.” As we haven’t had to file a claim, our rate is low at approximately \$75/day.

Action Plans for 2016 Board

General Fund Revenue Increase

General fund runs to the negative every year. This is not sustainable. Progress on items from the October meeting were reviewed and new ideas discussed.

Organization level sponsors – local businesses were contacted yet no replies were received. Need to find someone with a passion for our sports. Will continue to pursue but will not make it a top priority.

There is no desire to increase the annual member fee so we need to increase membership or recoup dollars spent that benefit non-members. Discussion on the idea of “taxing” the divisions \$5 for each non-member that competes in EI events. Points considered included: capping the tax at \$1,000 a year;

sizing the tax to the division; using the tax to promote new membership; and eventing carrying the biggest burden. There was general support of the idea with further discussion about how it might be deployed. Since additional fees might not be allowed by the governing body of the sport, the general consensus was to add \$5 to the office fee on the entry. Further discussion suggested that if the person was a member at the end of show season, then the \$5 stays within the division instead of going to the general fund. Divisions would settle up at the end of the year like they do for insurance.

Motion was made and seconded as follows: Each division provides the general fund \$5 for each non-EI member participant in each of their division events. This will help resolve the general fund deficit as well as encourage divisions to promote EI membership. This “non-member” fee would be included in the entry fees as part of the Office fee and will not show up as a separate line item on the event registration forms. Membership status will be determined at the end of the year (October) and divisions will square up with the general fund by October 31st. There will be no cap at this time.

Motion passed.

Volunteer Increase

Continuation of the discussion on how to increase volunteers available at the various division shows. A new idea is to have a Volunteer Extraordinaire program to award a person who volunteers at least one day for each of the four divisions during the year. The proposed award is if the volunteer is an EI member, they would receive a jacket of their choice of color and size with the EI logo embroidered onto it. If the volunteer is not an EI member, they would receive an EI membership as their award. Another idea is to give the EI member the choice of a free membership the next year in lieu of the jacket. Suggestion was for the award to come out of the general fund and it can be awarded to multiple people. Another suggestion was this year a jacket, next year a folding chair, etc. There was additional discussion about how to track volunteers across the different divisions.

Motion was made and seconded as follows: If someone volunteers for all 4 divisions for at least 1 day within the year (with the 1 day being as outlined by the show), they will get a jacket in their size and choice of color. The awardee can add “Volunteer Extraordinaire” if they want. Volunteers will be tracked by the volunteer coordinators at each event and clinic. There will be a form on the EI Facebook page, the EI website, as well as at each of the division show. The volunteer will scan and send it in. Someone in EI (Trish or Kelcie) will track the volunteer data. Diane will order the jackets. The volunteers will be awarded at the annual meeting.

Motion passed.

Recommendation is to update show flyers to get the information about the Volunteer Extraordinaire out there.

Other ideas re: increasing volunteers included divisions’ giving points for hours donated or for each division to pursue ways to recognize their volunteers.

The question of giving a gas card as volunteer appreciation was brought up. Gunn will look into it.

Cross Division Involvement

Hold off on the EI Gala in 2016 but continue to look for opportunities. Suggestions included a driving demo at a dressage show, etc.

Investigate a “day in the horse park”. Perhaps host a dinner up there. Have an EI Board retreat. Include our special volunteers. Have hunter pace courses for everyone. Add a talk around a lunch event. Diane will pursue and report back.

Awards and Recognition by Division and across EI

Dressage and eventing will add year end awards and promote them in the division programs.

Equestrian Extraordinaire Award – provide a significant award to any EI member who competes in events for each of the 4 divisions. Discussion covered who might be able to accomplish this in 2016 versus offering it even if there is no one currently who might attempt it and generating awareness as something to strive for. The idea for the award is to make it significant – a gift basket from sponsors. The consensus is to pursue this idea. Diane will advertise this and the Volunteer Award in Flying Changes to start with – to put the challenge out there. At the next meeting, the board can discuss funding (if sponsors aren’t yet lined up.)

2016 website updates

All division web pages updated except for Sporthorse. Chris will follow up with Robin and the web masters.

Other Business

Flying Changes needs to add Sporthorse to member form

Contacts list - Send changes and division volunteer coordinator contact information to Diane.

Future board meeting dates: Saturday from 3 – 6 pm

- Oct 1 (the September meeting)
- Oct 29
- Nov 12 (Annual meeting)

Annual meeting – Format change to a speaker and awards instead of a tack sale/bazaar. Lunch at noon with awards and program at 1PM. Cost of the facility is per hour. Will keep it at the Northwest Arts Center.

USEF vaccination rules were reviewed. Onus is on the competitor to comply and it is up to the show to ask to see the paperwork on check in. No refund on the entry if dismissed. Include such a statement on all communications and prize lists.

October meeting minutes will be edited take out the executive session section and republish it as a separate document.

Meeting adjourned: 5:42 PM