

Equestrian Institute Board Meeting – 8 February 2015

Present: Diana Axness, Sarah Johnson, Chris Bredeson, Erin Alberda, Trish Camozzi-Ekberg, Gunn Cooper, Laurie McLaughlin, Meika Decher, Penny Leggott

Called to order 3:15 PM

Agenda

1. Policy & Procedures Documents Approval
2. Division Reports with 2015 Budgets
3. EI Gala at Meadow Woods Equestrian Center
4. IT / Communications
5. November Annual Meeting and Fund Raiser
6. Other Business

Policy & Procedures Documents Approval

Policy and procedures documents were updated to include the new sporthorse breeders division. Vote passed to approve documents.

Reports from Divisions

General Budget:

Reviewed 2015 budget plan compared 2010-14 historical. Vote to approve budget passed.

Discussed options for balancing the general budget that has tended to budget a loss the last couple of years. Ideas discussed included raising membership dues, fundraising specifically for the general fund, increasing membership, or securing a general operating grant. Erin volunteered to look into the grant possibilities.

Reminder given to divisions to budget \$80/day per event for insurance in the division budgets.

Eventing:

Reviewed the 2015 budget. Vote to approve budget passed. Further adjustment to budget will include 2 \$500 grants.

Dom Schramm clinic is not listed in the Eventing budget. Polestar will host this clinic on May 25th.

Anticipate surplus again this year. Will use to pay for new jump flags as well as contribute towards an announcing system at the WA State Horse Park.

Driving:

Reported that location for driving shows might be in foreclosure so other show locations are being considered. Will follow up on Donida's interest in driving shows.

Regional driving meeting is scheduled for next month and will encourage attendees to join EI.

Dressage:

Reviewed 2015 budget. Budget reflects no Champagne Classic and schooling shows reduced by 2. L'Apertif show is budgeted with the goal of securing more sponsorship. Beaujolais show has budgeted for event staff. Vote to approve budget passed.

No clinics are included in the current budget. Clinic budgets will be presented later to the board.

Options are being looked at to source funding for event staffing. A copy of the sponsor document is in the drop box. Ideas being looked at include a trainers challenge trophy, VIP meet and greet, and premier parking at Beaujolais. Goal is to expand one circle beyond tack stores.

Sporthorse Breeders:

Budget will be presented at the next meeting.

Asked after governance for show managers. Recommendation is to look to the governing body as each EI division is autonomous. Dressage division might have some members looking to apprentice as show managers.

Will be encouraging people to join EI.

Discussed how to get messages out via channels available within EI - Twitter, Facebook, and eFlash.

Gala at Meadow Woods Equestrian Center

Looking for Eventing and Dressage clinicians to contact. Give names to Rebecca.

Format is to show up on Friday with symposiums in the big arena on Saturday and Sunday. Goal is to get lots of auditors watching the scripted lessons with mic'd up clinicians. Clinicians can give lessons when not on center stage and people can do open schooling and explore the facilities.

Exploring hosting the Saturday night gala somewhere in Woodinville though it could be held on site if facilities are available by August.

IT / Communications

Reminders on the following:

- Looking for a web master
- Send eFlash content to Rebecca and CC Diane
- Review content on the EI division web pages and submit changes to Rebecca

Updates to the show listing web page were captured and will be submitted.

Need a sporthorse breeders logo in the same color palette as the other EI division logos.

Target eFlash and Facebook posts a couple of times each month for each division

November Annual Meeting and Fundraiser

Annual meeting location will be the Northwest Arts Center. Potential event schedule would be annual meeting at 9 AM with the bazaar from 10-4.

Discussed fundraising ideas used in the past as well as ideas to consider for this year. Ideas included expanding the bazaar, advertising on Craig's list, pushing notifications out via Facebook by inviting people, having table rates for EI members and non-members, beef up advertising in general.

Other Business

EI Logo wear order – Diane will coordinate a group order. Larger orders can be placed with A&H custom embroidery. Two logo are on file.

EI Strategic planning – Last strategic plan ended in 2012. Divisions will conduct groundwork on their own, including surveys or stakeholder discussions. Will meet on a Saturday in October at the Axness residence. Will consider repurposing the October board meeting and shift it from 10/18 to 10/17 or look at 10/10 or 10/24 as alternate dates if needed.

Meeting adjourned at 5:12.