

E.I Board Meeting Minutes

04/06/14, Northwest Arts Center, Bellevue WA

Attendees:

Rebecca Chatfield, Gunn Cooper, Penny Leggott, Lynn McGrew, Meika Decher, Sarah Johnson

Rebecca called the Board meeting to order at 3:16pm.

1. Discussion of the Eventing budget.

Meika presented the Eventing budget for 2014. The Board discussed it in detail, and Meika agreed to revise the budget further before submitting it to a vote. She will send out an email with the finished budget.

2. Division Updates

Gunn reported that Dressage has had two successful schooling shows so far this year. There seem to be more entries than usual, and almost all are EI members. The EI Dressage Year End awards may be a contributing factor in this.

Sarah reported that Driving has hosted their first event of the year, a Beginning Driving Clinic, which was well received.

3. Membership Updates

There have been reports of two EI members paying their dues via PayPal that were never received by E.I. We need to make sure that everyone who renews via PayPal gets a confirmation before logging off of their account. If this problem continues, we may need to investigate other payment methods instead.

4. Volunteer Recruitment Strategies

Rebecca suggested a "40 for 40!" fundraising campaign: where contributors could give \$40 in support of E.I.'s 40th year anniversary. She also suggested that the scheduled May 4th Board meeting time could instead be used as a "How to Run a Successful Horse Show" type clinic. This could be a helpful way to find volunteers that could contribute to E.I. The Board is concerned that unless more volunteers come forward to help, E.I. will need to consider eliminating recognized shows.

5. Other Business

Lynn suggested the idea that many dressage riders may not be looking for lessons with a world class clinician. We could target the average adult dressage rider with a clinic hosted by Don Schramm, who is a fun and motivational instructor. The event could be billed as "Entertaining, Not Intimidating" or highlighted as a "Facebook Favorite" for marketing. This clinic could appeal to dressage riders and to eventers. Polestar might be a venue that could accommodate this in Aug or Sept of this year. Meika agreed to contact Scott Keich to get in touch with Don Schramm.

Gunn presented the budget for the Jeff Moore clinic on October 11-12, 2014. This is another clinic that should appeal to eventers and to dressage riders. Gunn will apply to the Dressage Foundation to see if grant money is available to help defray expenses. The budget was approved by the Board.

6. Grants

The online form needs to be updated to reflect that the grants no longer have a May 1st deadline for application. Grants will no longer be only in the amount of \$500, and each division will be in charge of their own grants.

7. Microsoft GIVE

Microsoft will now donate \$17/hr of volunteer time for any Microsoft employee that volunteers for E.I. They will also match any amount that a Microsoft employee donates directly to E.I. Rebecca agreed to write up an article for Flying Changes magazine to highlight this program. Microsoft also offers their Office 365 software free to Not for Profits, for future consideration.

Meeting adjourned @ 5:36pm