

Meeting Minutes
Conference Call

Present: Pauline Jaroszewicz, Barbara Clarke, Doreen Cutts, Teresa Deeter, Jennie Bohart, Charlotte Stotts, Cindy Murray, Janice Mauren, Lisa Blackmon, Jackie Blackmon, Barbara Lewis, Charlene Lynch

Proxies: None

Guests: Kai Handt, Rachel Campbell, Julia Handt, Linda Walker, Rachel Zent, Sarah Griffith, Violet Deatherage, Jonathon Wentz

Apologies: Michelann Tachibana

Quorum: Met

Opened: 12:15pm

Next meeting: Tues 2 June 2009 (location TBD)

Closed: 1:06pm Moved: Doreen Cutts, 2nd: Jennie Bohart

Minutes: April 2009 minutes approved as written, moved: Jennie Bohart, 2nd: Doreen Cutts

General Business:

1. Shelly Vaughan has asked to be excused as Juniors Team Coordinator/ Juniors Chair. Some attendees (Cindy Murray, Janice Mauren) have submitted Rachel Campbell as candidate to be explored.
2. General Membership Meeting will be held after 30 May Schooling Show, at LCEC lounge, approx 30 minutes after last ride of the day. RSVPs to Barbara Clarke (to determine quantity of pizza to order) Club to provide pizza and sodas/water.
Action: Janice to distribute email to advertise.
Action: Barbara to distribute via Yahoo group posting.
Action: Charlotte to update/advertise via website & newsletter.
3. "If Horses Could Talk" DVD, held after General Membership Meeting, LCEC lounge, same set of advertising as General Membership Meeting.

Vice President's Report (Doreen Cutts): See general business.

Secretary's Report (Barbara Clarke): See general business.

Treasurer Report (Barbara Lewis):

1. Detailed P&L to be posted on website under "Member's Corner" where the newsletter is located.
2. Will published a monthly "Summary" on website. If any member wants to see a "detailed" report via QuickBooks, Treasurer will provide on request. Bank balances (see below) are published each month via minutes.
3. Bank Balances as of 30 April 2009
Vanguard: \$ 2,640.82 (31/Mar/09 statement)
Franklin: \$ 23,797.01 (26/Feb/09 statement)
Prosperity: \$12, 935.65 (31/Mar 09 statement) ** Franklin bank changed names to Prosperity Bank**
4. Annual taxes have been filed. Non-profit taxes (501-c) filed.

Membership Chair (Teresa Deeter): Twenty-three (23) new members at show, 245 total members to date.

Recognized Show Report (Michelann Tachibana): Nothing to report.

Schooling Show Chair (Charlene Lynch):

1. Last schooling show P&L shows break even with ribbon costs distributed across yearly expenses. 30 May Schooling Show currently has five (5) entries. Feb show lost some due to single ring. Do not feel need to cancel as too early and often have last minute entries.

Ads and Promotions Chair (Janice Mauren, Cindy Murray):

1. Janice asked for some clarification in the way the Ads/Promotions chair handles advertisers, vendors, sponsors esp. in regards to funds & payments. Would like to have all funds and commitments coordinated by Janice & Cindy.
2. Impromptu vendors: in the future, the ads/promotions chair will be in charge of placements of vendors who arrive late or “on the day”. Ads/Promotions chair will forward updates to Show Committee/Show Chair.
3. Ads/Promotions would endeavor to enforce payment in advance of the show. Chair realizes that it’s hard to “change old habits” but will strive to be consistent with all vendors/advertisers/sponsors. Barbara Lewis has said that historically it’s very hard to collect advertising fees ahead of time.
4. All agreed that sponsorships will go straight to Janice/Cindy.
5. Ads/Promotions should differentiate different levels of advertising in show program – i.e. higher rates for more “premium” locations, color vs. b/w, covers vs. interior pages, centerfold vs. cover, back cover vs. interior cover, etc. Similarly, need to adjust for vendor spaces (table vs. trailer, electric vs. no electric).
 Action: Charlotte to provide breakdown on newsletter costs.
 Action: Cindy/Janice to revise & clarify some fees for vendors and advertisers (see #5) Also will clarify with vendors that payment provides priority to vendors/advertisers.
 Action: Janice asked Barbara Lewis for the P&L on the show program costs (cost to print vs. income from ads)

Awards Chair (Pauline Jaroszewicz): Pauline has drafted and distributed new 2009 Awards program for review to rest of board. Will revise and redistribute.

Junior Riders (Shelly Vaughan): Junior Teams event to be held at Spring Show I/II.

Publications (Charlotte Stotts):

1. Charlotte would be interested in handing off the labor of assembling the newsletter to another volunteer. Right now deadlines are (generally) not being observed. Highest stress time is when the newsletters are being printed in hard-copy for mailing (quarterly).
2. Janice suggested a fortnightly “eLetter” for those things which might be considered time sensitive (similar to what Bess Reinemann does with USDF Region 9 updates.) Doreen Cutts noted that we can’t change the process for 2009 but can revisit newsletter delivery & format for 2010.
3. All agreed that Charlotte could have assistance in doing the newsletter.
 Action: Form a subcommittee for 2010 newsletter: format, frequency, set-up, etc.
 Sue Casey guaranteed help for Charlotte (not herself).