

MARCH 2, 2009 •MHSA BOARD MEETING
TUCKER DINING HALL, Fulton, MO
Minutes

Members Present – Jennifer Bechtel, Rhonda Boles, Sarah Booker, Christy DeMauro, Liz Drew, Jane Gaines, Colleen Harper-Hertzog, Lisa Holderle, Kelly Hulse, Tami Johnson, Jean Kraus, Karen Pautz, Jennie Petterson, Laurel Robinson, Linda Roos, Kent Swalla, Sue Webster, Ken Wheelen, Jacqueline Wessel.

Excused Absences – Robyn Armer, Linda Faerber, Connie Mechlin, Andrew Shayatovich, Michele Smith and Janet Thompson.

Unexcused Absences – Karen Craighead, Rosy Erganian and Ellen Guss.

- I. **Call to order** –The meeting was called to order by President Sarah Booker at 6:20 pm. Brief introductions were given by all board members.
- II. **Minutes** – Approved and seconded. Copies were e-mailed to the board Tuesday, March 3
- III. **Officer Reports** –
 - A. **Treasurer** – Linda Faerber – report remains the same as February 6, 2009.
 - B. **Membership** – Sue Webster – no changes since the banquet.
 - C. **Show Membership** – Sue Webster – D – 8, E – 5, H/J – 74, SH/P – 29.
Oklahoma Centennial did not renew. February expenses will be high due to mailing awards. We will change that to a banquet expense.
 - D. **Point Secretaries**
 1. Dressage – Lisa Holderle – no shows yet
 2. Eventing – Rosy Erganian – no report given
 3. Hunter/Jumper – Jean Kraus – all awards have not been distributed.
 4. Show Horses/Ponies – Sue Webster – no shows yet.
 - E. **Newsletter Editor** – Jean Kraus – next issue comes out in April. Jean is requesting articles on trainers, business advertising, ‘In the Know’ section, etc. A discussion followed with many suggestions for improving the ability of the newsletter to make money: discounts for multiple ads, sending out a solicitation letter, sending the NL to tack shops, sponsors, farriers, vets, adding a page to sell horses by division or category, introducing a classified page and wanted section. Discussion was continued regarding having an electronic option for the NL. We are continuing to gather e-mail addresses from members and this will increase when the membership form is changed. Postage expense would be saved and the St. Louis bulk problem would be solved. Karen Pautz could offer a color ad option in the online version of the NL. All of these new options should be included in a solicitation letter and advertised in the April NL.
 - F. **Medallion Secretary** – Kelly Hulse – reported she had requests for 13 medallions this year and 6 left from overpayment.
 - G. **Financial Steering Committee** – Jane Gaines – a detailed historical income and expense report was handed out to the board. Jane explained that the major increase in expenses for the last 2 years is due to increased salaries for the 4 most critical jobs to prevent turnover. Continuity is important in keeping points organized and members satisfied. We may have to increase the membership fee, the Executive Board is planning to meet and come back with a plan by the May meeting.

- H. **Website** – Karen Pautz - two ideas were discussed. Putting a calendar on the website for recent updates and uploads where members could print dates for only the division they were interested in. Also, we could add an order form to sell merchandise. Kent suggested “Café Press” for print to order and Tami suggested setting up a Pay Pal account.

IV. Old Business – 2008 Banquet

- A. **Banquet Report** – a report was e-mailed to the board Tuesday. There was a problem with the rosette art – Sarah is handling it. A discussion followed with several concerns: should we add in costs of awards to recalculate ticket price, we should renegotiate the charges for the microphone, stage, etc., the Hilton made money on our hotel rooms, the silent auction wasn’t convenient, we can’t move to a smaller place, we will check to see if there is a H/J show on February 19, 20 and change the banquet dates, Rhonda will check out the Reynolds Alumni center at MU, Ken said that a decision needs to be made sooner than May. Agreed to e-mail discussion to the Board with regard to new Banquet venue for next year.
- B. **Silent Auction Report** – Colleen Harper-Hertzog – We made \$3,121.00, which is great considering the economy.
- C. **2008 Forum Reports**
They will be printed in the Newsletter, including extraordinary rule changes. Attendance: D – 10, H/J – 12, SH/P – 51. A committee was created to revamp the divisions in the SH/P awards: Kent Swalla, Sue Webster, Jacqueline Wessel, Jennie Petterson and Tami Johnson.
- D. **Horse Person of the Year** – Jacqueline Wessel – we need to revisit the limitations on repeat recipients, find ways to get more people to participate, consider not giving a discipline award if no one is nominated.
- E. **Art Show** – Jean Kraus – It went well.
- F. **Shikles Award** – Sarah Booker – It was a huge success and received a very enthusiastic response from the family and friends of Kenny Burgdorfer.

V. Old Business – Not Specifically Banquet Related

- A. **Welcome New Board Members** – done at the call to order.
- B. **Medallion Matters**
1. **2009 Hunter Seat Scholarship Sponsor** – We have thanked the Korenak’s and will contact possible new sponsors (Purina?).
2. **Possible changes in Medallion structure** – Kelly Hulse – see Forum report.
- C. **Hunter/Jumper Council** – Sarah Booker – see H/J Forum notes.
- D. **Youth Council** – Kelly Hulse is resigning as YC Chair. Kimmy German was recommended as a possible replacement; Sarah Booker will contact Kimmy.
- E. **Western Committee** – Jennie Petterson – Nothing to Report .
- F. **Marketing Committee** – Laurel Robinson, Liz Drew – Rhonda Boles printed and handed out a tri-fold brochure to be distributed and committed to making a one-page version to advertise in newsletters and on websites of other organizations. She needs corrections and suggestions e-mailed to her. A calendar was discussed and samples were passed around.
- G. **Sportswear Committee** – Robyn Armer – The apparel store did very well at the banquet. We still have 4 big totes full of merchandise. The T-shirt money used to go to the Youth Council – the Board will decide again on this in May.

VI. New Business

- A. **Committee formulation for 2009-** Sarah Booker passed out a standing committee page. And also sign up form for Committees to all board members to fill in.

- B. **New membership forms** – Sarah Booker passed these out to the board for review and suggestions. A discussion followed about distributing membership cards, especially to make things easier for the Medallion riders.
- C. **Electronic newsletter** - Discussion included under “Newsletter Editor” – decision Tabled.
- D. **Formulation of Rule Book Committee** – Tabled until May.
- E. **Creating a MHSA list serve for members** – Tabled until May.
- F. **Financial situation** – included under “Steering Committee”.
- G. **Other issues** – Janet Thompson e-mailed a suggestion:
 - 1. Instructor of the Year – is not a popularity contest but to reward those in all disciplines who are really pushing their lesson programs.
 - 2. Ribbons of Service – UPHA program that converts any saddle seat equitation class into the opportunity for kids to give back –get sponsors, ride for charity.
 - 3. Using the website to link to various organizations and PUSH our local barns, breeders, and other services. The ASHA is willing to do FREE links for these barns and for MHSA on their website and other organizations may, too.

VII. Adjourned 9:15 pm

Respectfully Submitted,
Liz Drew
Executive Secretary
3.12.2009

REMINDER:

*Future MHSA Board Meetings: May 11 • August 24 • November 2 • February 19, 2010
Awards Banquet & Annual Business Meeting ~ February 20, 2010 • Columbia, Missouri*