

**Missouri Horse Shows Association
Board of Directors Meeting
Via Teleconference 27 August 2012**

- Members present:
 - Robyn Armer; Pam Bishop; Sarah Booker; Christy DeMauro; Holly Dometrorch; Rosie Erganian; Jane Gaines; Linda Faerber; Tracy Feller; Kari Felton; Lynn Frazee; Lisa Holderle; Erica Jobe; Jean Mutrux; Karen Pautz; Beth Riggert; Michele Smith; Sarah Thomas; Janet Thompson; Gina Vehige; Anne Barry Weber; Sue Webster; Jacqueline Wessel; Ken Wheelen; Stacy Wright
 - Members absent, excused:
 - Kate Coup; Lisa Keefe; Ed Holderle
 - Members absent, unexcused:
 - Brenda Benner; Laurel Robinson
- I. Call to Order and Introductions – President Janet Thompson
- Janet Thompson called the meeting to order and introduced Jean Mutrux, who will serve out the rest of Carol Clasby’s term as a director, and Beth Riggert, who will serve as executive secretary in place of Linda Roos.
- II. Minutes
- Janet Thompson noted the link on the MHSA website for the last meeting’s minutes seems to be broken, and Linda Roos is unavailable to recreate them.
 - Several on the call noted they still had the minutes from the May meeting. Of those who had the minutes, no one suggested corrections or additions.
 - Lynn Frazee moved the minutes be approved; Karen Pautz seconded. The minutes were approved by a voice vote with no dissents.
- III. Officer Reports
- A. Treasurer – Linda Faerber
- As of July 31, 2012, MHSA MHSA has a total of \$55,696 (\$34,236.25 in the checking account; \$13,626.86 in the scholarship account; and \$7,830.40 in the certificate of deposit). There were no questions.
 - In the future, instead of mailing a hard copy of the treasurer’s report, Linda will send the financial statements electronically. If she is unable to convert them to PDF, she will e-mail them to Beth, who will convert them for her.

B. Membership – Sue Webster

- As of Aug. 24, 2012:
 - There were 236 members total; 45 are new.
 - There were 330 horses nominated and 109 riders nominated.
 - There is a net income, after expenditures, of \$18,679.61.
- There was discussion about declining numbers of academy/beginning-level members – Sue noted class entries are not declining. Janet suggested MHSA look for new ways to recruit academy/beginning-level members. Sue has sent membership packets with academy information to barns with academy riders in Illinois, Iowa, Kansas and Missouri; she got responses that people were interested, but few followed through. The same thing happened at the on-site membership drive at two horse shows this year.
- There also was discussion about lowering membership rates for academy/beginning-level riders and whether academy (and perhaps equitation) riders might pay a flat fee and not both membership and equitation/academy fees. These led to further discussion of the benefits of MHSA membership generally and how we might market better and/or enhance those benefits for members and potential members.
- Janet appointed an ad hoc committee to discuss these issues further and make recommendations back to the board. The committee will be chaired by Lynn Frazee and also will include Kari Felton, Jean Mutrux, Sarah Thomas and Stacy Wright.

C. Show Membership – Sue Webster

- As of Aug. 27, 2012:
 - There were 135 shows nominated.
 - Net income from horse show membership was \$7,177.81.
- Sue still is having trouble getting payment from certain shows (the American Royal, Missouri State Fair).
- There were no questions.

D. Point Secretaries

1. Dressage – Lisa Holderle
 - All the shows so far have submitted their points.
 - Based on questions she's received, it appears people are using the MHSA website as hoped – to check for their point standings.
2. Eventing – Rosy Erganian
 - All shows but one so far have submitted their points.

- She agreed people are using the website, as two people nominated after the midyear standings were posted online.
3. Hunter/Jumper – Stacy Wright
 - Midyear standings included up to 45 shows.
 - She had to chase down points from some shows and is having trouble getting results from shows in the Chicago area. She still is waiting for results from 10 shows.
 4. Show Horses/Ponies – Sue Webster
 - The Illinois State Fair just had submitted its results, and she still is awaiting results from the Missouri State Fair.
 - Sue will not post results from the Missouri State Fair until she has received that show’s membership dues.
- E. Medallion Secretary – Sarah Thomas
- The medallion program, through Sue, is sending out letters from Sarah posting information to Facebook. Since then, Sue has gotten back some nomination forms signed by show secretaries.
 - Four to five riders have indicated their intention to show in the saddle seat medallion finals at the St. Louis National Charity Horse Show. We anticipate a total of six competing this year, the same as last year.
 - More riders are competing in the qualifying competitions for the hunter seat medallion than in the past few years.
 - No one has qualified yet this year for the stock seat medallion.
 - There was a discussion about the need to get more young riders interested in competing in equitation generally and in the medallion competitions specifically.
- F. (No “F” was included on the agenda, as the substance was combined with “H,” below.)
- G. Financial Steering Committee – Jane Gaines
- Numbers to date:
 - The year-to-date income this year compared with the last two is down. We have had \$28,641 this year, compared with \$29,726 in 2011 and \$32,212 in 2010.
 - Expenses paid to date have been \$23,495 for this year, compared with \$20,876 for 2011 and \$24,762 in 2010.
 - Net income to date has been \$5,146 this year, compared with \$8,850 for 2011 and \$7,450 for 2010.

- Total assets year-to-date – excluding scholarship funds, as only the checking and CD funds can be used for operations – are \$42,069 this year, compared with \$40,132 for 2011 and \$38,519 for 2010.
- We must keep assets around \$40,000 to cover MHSA’s operations for one year.
- Paying for the medallion program:
 - Jean Mutrux obtained \$2,500 from the Bridlespur Kickoff Show due to Wells Fargo Advisors’ donation.
 - This will allow MHSA to fund \$1,000 for the saddle seat medallion winner plus \$500 for the saddle seat medallion reserve champion this year and next. The reserve champion money comes from the Ashley Fund.
 - Sue Webster will get a large \$1,000 display check for the championship presentation in St. Louis. Jane Gaines and Sarah Thomas will ask a representative from Wells Fargo to make the presentation.
 - Janet asked Jean – St. Louis National Charity Board member – to explore obtaining a box at the show for Wells Fargo.

H. Website – Sarah Booker (combines “F” and “H”)

- The committee currently is awaiting proposals. Margaret Booker sent out RFPs (requests for proposal) to 10 entities. Six responded, with three wanting to apply. The deadline for RFPs is Aug. 31.
- Once proposals are received, the committee can evaluate them and select the one that best fits MHSA’s needs. Sarah says the committee hopes to make its decision in September.
- Sarah noted that those submitting proposals have been asking for the URL and passcodes. The URL is www.missourihorshesassociation.com. Karen Pautz is reluctant to provide the password to anyone who has not actually been awarded the bid. Janet asked Karen to provide Sarah, chair of the website committee, with the passcode, as a best practice.
- The committee reviewed and discussed general design ideas for the new website at its meeting in March. Janet asked anyone with ideas of what content they might want included to e-mail Sarah for discussion with the designers before the design process begins. Examples of expanded content the committee already has discussed include listing trainers and instructors, providing links to their websites only if they are members. If anyone knows of a trainer or instructor not listed, please send those names to Sarah Booker or Sue Webster for inclusion on the website. It also was suggested that licensed judges and haulers be added to those listed.
- Sarah said the date listed in the RFP for having the new website go live is Oct. 15, but realistically we hope to have the site live by December 2012.

IV. Old Business – 2012 Banquet-Related

A. Banquet Report – Ken Wheelen

1. Form Planning Committee for Banquet Activities

- Ken hopes to demonstrate the new website at the banquet.
- There was discussion about making the banquet shorter and more interesting, noting many come just to see friends, get awards and leave, especially if they are concerned about inclement weather.
- There was discussion about whether to separate the various disciplines' awards to make the overall presentation shorter, but a number said they enjoy getting to see who is the "best of the best".
- There was a discussion of having an educational forum.
- Other activities might include a fashion show or trivia games.
- There also was discussion about having a speaker with broader appeal, across the various disciplines. Ken noted many people wanted to hear Redd Crabtree, but were unable to attend because they still were in forum meetings.
- It was agreed that Janet would contact Elizabeth Shatner about speaking about her All Glory Project---which promotes therapeutic programs for Veterans.
- Jean Mutrux noted the American Saddle Horse Association involves youth each year by having contests between the riders of various stables. ASHA kids also make themed baskets that are auctioned off during a silent auction at the organization's year-end banquet.
- An activities committee already in place –Robyn Armer, Lynn Frazee and Erica Jobe – will continue the discussion about offering meaningful activities at the banquet.

2. Form Banquet Decorations Committee – Michele Smith and Jacqueline Wessel

- The committee is considering sponsoring an art show to involve more people and offer an award for the show. Jean noted the ASHA has youth groups decorate a Breyer horse.
- Michele suggested each table having a table-decorating challenge, so that kids can make centerpieces for the 25 tables and judge them.
- Janet asked Michele and Jacqueline to join the rest of the banquet planning committee members and focus on youth involvement.

B. Silent Auction – Christy DeMauro

- Christy liked the idea of a youth basket competition. She said it would be easy to keep a table at the silent auction free to display them and to keep the bids separate to see which basket raised the most. She thought this kind of a team challenge would be a big boost to the silent auction.
- There was discussion about trying to get as many auction items received by the Friday before the awards banquet to ensure sufficient space.
- Ken said it also would be helpful to know in advance how many table decorations are coming.

C. Year End Awards – Jacqueline Wessel

- Some awards already have been purchased. Ideas for high-point awards include customized bridle racks (Stacy Wright said she has been quoted \$30 per rack but hopes to get it down to \$25.)
- Sarah Booker noted D-Sport can do name plates inexpensively.

D. School Horse of the Year – Kate Coup

- No report was available.

E. Horse Person of the Year – Gina Vehige

- There is only one nominee. A nomination form is available on MHSA's website. People may nominate themselves.
- There was discussion of offering an award for each discipline.

F. Art Show – Jacqueline Wessel & Michelle Smith – see report about banquet decorations (section IV A 2, above).

G. Shikles Distinguished Service Award – Sarah Booker

- Suggestions are needed. Send suggestions for nominees to Sarah via e-mail for the October meeting. Janet asked that nominations include explanations of why the nominee should get the award.

H. Sportswear Committee – Robyn Armer

- There still are a lot of shirts to sell. Stacy Wright volunteered to help sell shirts at shows. Janet suggested the inventory be split among volunteers from various disciplines to sell more shirts. Janet and Stacy will contact Robyn about dividing up the inventory.
- Sarah Booker asked whether shirts might be included in any goodie bags that might be provided to academy riders at the St. Louis National.
- There was discussion about locating kid-sized shirts for those bags.

V. Old Business – Non-Banquet Related

A. Dressage/Eventing Council – Karen Pautz

- The show season is nearing an end.
- There was a discussion about including non-board members on the council to increase participation from eventers. Janet encouraged reaching out to non-board members for advice and as committee members.

B. Hunter/Jumper Council – Holly Dometrorch

- There is nothing new to report.

C. Show Horse/Ponies Council – Lynn Frazee

- Lynn has been working on the webpage design so it better describes the various types, breeds and disciplines and where one might find such horses. She needs help with the content about Arabians; Morgans; ponies; and walking horses.
- Lynn noted the Central Missouri Events Center at the Boone County Fairgrounds is erecting permanent stalls with plaques at \$2,000 per sponsorship. She asked if MHSA might be interested in sponsoring a stall.

D. Youth Advisory Council – Laurel Robinson

- No report was given.

E. Marketing Committee – Stacy Wright

- There is nothing new to report at this point. Stacy has reached out to 946 people through Facebook. Others working are Robyn Armer and Tracy Feller. Jean Mutrux was asked to join this committee.

F. Rulebook Committee – Sue Webster

- Sue stressed she needs each council to finish going through their respective parts and e-mail her any suggested changes, corrections, additions, extraordinary rule changes, etc. The deadline for responding was Aug. 1, though she now is extending it to Sept. 1.
- Changes should be sent in clean, and if rules are to be added, they should include directives for where they are to be placed.
- Karen Pautz noted the version of the rulebook on the MHSA website is the most current.
- The committee intends to print the new rulebook in October, mail it at the end of October so people can receive it in November and review it before the new show season begins in December.

G. Website Committee—Sarah Booker – see report under section II H, above.

VI. New Business

A. Youth Equestrian Event

- Tabled until next meeting.

B. Policies and Procedures Update

- In the future, all reports (treasurer, etc.) must be submitted in PDF to be distributed with the minutes.
- Ken Wheelen asked whether there had been any dissatisfaction with the policy change in year-end point standings.

C. Other

- Janet Thompson, Jean Mutrux and Lynn Frazee discussed problems with an exhibitor who has signed an agreement requiring him to meet certain conditions before showing. Janet has sent this signed agreement to show managers who request it.

D. Reminders:

- Everyone should send a check for \$7/conference call to treasurer Linda Faerber, per the agreement at the last board meeting.
 - The money helps defrays MHSA's costs for calls.
- Upcoming MHSA board meetings are Oct. 22, 2012, and Jan. 25, 2013.
 - Janet said we may try to do the October meeting in person. Michele asked if it might be advantageous if, for the next meeting, mid-Missouri people carpool to the meeting.
 - Michele also suggested that, for conference calls, people within various regions meet and call in as a group.
- The MHSA annual meeting is scheduled for Jan. 26, 2012, at the Peachtree Banquet Center in Columbia.

VII. Adjourn – Janet Thompson called the meeting to a close at 8:28 p.m.

Respectfully submitted,

/s/ BETH S. RIGGERT

Beth S. Riggert
Executive Secretary