



**Board of Directors Meeting**

Peachtree Banquet Center,

Columbia, Mo.

24 January 2014

- Members present:
  - Robyn Armer, Pam Bishop, Sarah Booker, Christy DeMauro, Tracy Feller, Hattie Francis, Lynn Frazee, Jane Gaines, Ben Hibbs, Lisa Holderle, Erica Jobe, Jean Mutrux, Beth Riggert, Mike Roberts, Sarah Thomas, Janet Thompson, Margie Torkelson, Gina Vehige, Sue Webster, Ken Wheelen and Stacy Wright.
  - Also present was Courtney Thompson, 4-H liaison.
- Members absent:
  - Excused: Cortland Hendricks, Carrie Linton and Betsy Woodruff.
  - Unexcused: Anna Marie Knipp and Mary Zion.
- Others absent:
  - McKenzie Booker, youth liaison; Kennedy Payne, youth liaison; and Kerri Payne, youth liaison.

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I. Call to Order and Introductions – Janet Thompson

- Janet called the meeting to order at 6:42 p.m. Executive Secretary Beth Riggert called roll, and a quorum was established.

II. Minutes – Beth Riggert

- The minutes were distributed via e-mail, no one noted not receiving them.
- There were no corrections, amendments or other changes to the minutes. Lynn Frazee moved the minutes be approved; Mike Roberts seconded the motion. The minutes were approved by a voice vote with no dissents.

### III. Officer Reports

#### A. Treasurer – Margie Torkelson

- She just received the year-end reports – they reflect \$21,793.97 in checking, \$14,066.34 in savings and \$7,845.01 for a total of \$43,705.32 in assets.
- Banquet bills are outstanding, though we have pre-paid part of the banquet and some of the awards.
- She received QuickBooks this morning, and she will be receiving assistance from our accountant, Mark Dodds, for a few months as she becomes comfortable using it. Mark is redoing some categories for us, but the software package should be ready to go soon.
- Janet said she is hopeful we will be able to upload financial information from QuickBooks to the website. This will allow us to be more transparent about MHSA accounts, which belong to the membership.

#### B. Membership – Sue Webster

- Dressage and eventing membership has stayed about the same since last year; hunter/jumper membership has increased (from 95 last year to 106 this year); show horses and ponies membership has decreased (from 131 last year to 119 this year).
- The total number of horses nominated has dropped.
- There was one series of five shows in the Springfield area that offered double points. All but one of the SH/P high-point award winners came from those shows.

#### C. Show Membership – Sue Webster

- Dressage member shows increased by six shows over last year; eventing member shows increased by three shows; the number of hunter/jumper shows stayed the same; and the number of show horses & ponies shows increased by seven.
- She noted Janet has made a list of 4-H clubs, saddle clubs and various breed-clubs across state. Once the banquet is over, Sue plans to contact those organizations and invite them to join MHSA.

#### D. Point Secretaries

##### 1. Dressage – Lisa Holderle

- The show season has not started yet, but there already are some nominations.
- There are some matters of concern to be discussed at tomorrow's forum. When regional championships are held each year in St. Louis, the MHSA members are concerned because the championship classes themselves do not count toward MHSA points. The rule book is very specific about what classes count toward points, and championship classes do not because they are not "open" classes (you have to earn a certain cumulative score to show back). Some members, however, have expressed concern that they are showing in classes that are not

being counted per the rule book. As such, Lisa said she would raise it as an issue at the forum.

2. Eventing – Christy DeMauro

- She said one issue for the forum is whether to continue allowing people to earn points from recognized shows outside Missouri (as there are very few available in state).
- She also is looking for ways to increase MHSA membership.

3. Hunter/jumper – Stacy Wright

- Shows have begun, but she will not switch over to the new point system until after the banquet.
- She wonders whether there is a way to eliminate the expense of using the new Org Pro point system embedded in our website (we now pay a license fee to use it).
- Jesse (the website designer, who was in attendance) will explore the idea of using a virtual PC that would enable more point secretaries to utilize a uniform program.

4. Show horses & ponies – Sue Webster

- There is nothing yet to report, as the season has not yet begun.

E. Medallion Secretary – Sarah Thomas

- Everything went well at the St. Louis Charity Horse Show and the medallion class there.
- MHSA has received a nice letter from Nadine Von Zomeren, who won the saddle seat medallion championship two years in a row.
- Sarah wasn't sure how the board wanted to make the patterns for next year. Janet noted that it will be addressed during the SH/P forum in the morning.
- Janet said Sarah deserves the board's thanks, because the judges at the show all were very impressed with the medallion presentation at the show, and the Von Zomerens were
- Janet also noted that Jean Mutrux was able to secure additional funding from Wells Fargo, which is known for its philanthropic efforts.

F. Financial Steering Committee – Jane Gaines

- Jane noted there was a discussion about a five-year plan that had to be deferred until MHSA has a better idea of what revenue the website will generate.
- There is some talk of redoing MHSA's operations manual.

## G. Website – Tracy Feller and Stacy Wright

- The new web designer, Jesse, talked about migrating the content from the old site into the new site in a much more user-friendly, uniformly presented manner. The old URLs will redirect to the correct site. The new site will be easier to update.
- Jesse then described various features of the new site, including:
  - A front-page slide show featuring horses of various disciplines. The new site has more opportunities to rotate through photos of member riders and horses.
  - A new drop-down menu for “banquet” and “resources.”
  - A front-page “recent news” menu, which will have section editors to keep content fresh. The system automatically will add the newest news story and drop off the oldest one into the archived section.
  - “About” section discussing the styles of riding and the breeds.
  - The footer has a USEF designation and also lists news headlines.
- There are many more opportunities to advertise, and you can target to run a preformatted display ad.
- There was a question about whether we will get to an opportunity to complete membership applications online and possibly even pay dues online too. Jesse said both are doable.
- Stable finder section will allow us to rotate through stable photos and will offer search functionality by city, type of facility/services available, within a certain mileage area. The list is only as good as the data, so we need to pull more data. For \$40, a stable can be a member and then get a link from the stable finder to the stable’s own website. We will be able to go back to the stables on a quarterly basis to let them know how many hits each stable received.
- For the marketplace, we can build out the number of vendors and then talk with the vendors about offering some benefit to MHSA members, such as a discount for dry cleaners, feed stores, lumber companies, etc.
- Stacy noted that Org Pro (the new point system) will let us print membership cards, and she can laminate them, so members could show them to those businesses offering MHSA discounts or services.
- Tracy and Stacy stressed the need for more photos – with horse name, rider name and stable affiliation. We have sections for show, candid shots, babies, etc. Stacy stressed the importance of getting a web-use permission from the professional photographers. Tracy said some have said yes, if they can be given credit, and she said that is in the works.
- Janet reminded this is a really great way to increase community and to build business.

- There also was discussion about building out a history section or developing a password-protected section for members only.
- Tracy said there also is a plan to provide training for section editors.
- Janet thanked Stacy for finding Jesse, Jesse for his wonderful expertise, Tracy for shouldering the burden to get us to this point, and Sue for stepping up to the plate to start learning how to update the site.

#### IV. Old business

##### A. Banquet Update/Speaker – Ken Wheelen/Lynn Frazee

- We have sold 155 tickets so far, which is up from 133 last year. We still are selling tickets, even today.
- Ken reminded everyone to pay him for the meal tonight and lunch tomorrow if they have not already done so.
- Lynn said there will be an art show, with a competition for adults and two youth categories, divided by age.
- At 11 a.m., Smith Lilly will be speaking, and he should appeal to all horse people regardless of discipline. Then there will be lunch and the live auction.
- There were questions about how to set up the room to make it as inclusive as possible, perhaps by putting the head of the room in the end near the bar.
- Basic schedule: Doors open at 9:30 a.m., SH/P forum at 10 a.m., all other forums at 10:30 a.m., Smith Lilly at 11 a.m., lunch at noon, auction beginning at 12:45 p.m., then moving into awards. At the conclusion of the awards, there will be a drawing for two door prizes; one must be present to win.
- Janet said Smith is excited to be here, and he is excited it is a multibreed, multidisciplinary organization because he is interested in just doing the best for the horse no matter what.
- Ken noted there are some people who are coming just to the Smith Lilly presentation at \$10 each; some are academy riders or potential MHSA members, some are college students.

##### B. Awards – Stacy Wright

- She has all the wooden grooming boxes with “MHSA” etched in the side; they are very nice.
- Stacy got a new camera and she has printer, etc. here. It was suggested that we make a poster and have Stacy set up in a designated location, so if someone wants a photo, they will come to her. She will ensure photos of those who win the big awards, but any others will have to come to her.

C. Auction – Lynn Frazee

- Baskets will be auctioned beginning at 12:45 p.m. in a live auction, which we hope will add some liveliness to the event.
- Lynn said there are some really nice baskets coming. Janet noted the St. Louis Charity Horse Show basket applies equally to the hunter/jumper week as well as the saddle horse week, so that should increase competition.
- Lynn's cousin-in-law will be the auctioneer. She promises he is a "hoot" and really will have some fun with this.

D. School Horse of the Year – Stacy Wright

- She only has received three entries so far.
- Sarah Booker will e-mail Stacy the ballots to be printed and cut for voting during the banquet.
- It was suggested that School Horse of the Year be included on the regular ballot to increase nominations.

E. Horse Person of the Year – Gina Vehige

- Everything is in order for this.

F. Shikles Distinguished Service Award – Sarah Booker

- The recipient is Sandy Rafferty, who runs a highly successful therapeutic riding program that focuses as much on the horsemanship as the therapy. She is ecstatic about being honored and is flying back from out-of-state to be here.
- Jane Gaines will make the presentation, Janet Thompson will speak, and Lynn Frazee and Erica Jobe prepared the slide show to accompany the presentation.

G. Sportswear Committee – Robyn Armer

- We have 49 shirts of various shirts, 23 of which are youth, from paid-for stock. We discussed donating those to the therapeutic riders.
- We still have some bags and fleece throws available.
- Robyn unveiled the new all-gray shirts with the new design (60 shirts and 14 hoodies), which cost about \$1,000 all together, which was approved through Janet. Robyn says we already have sold \$250 worth so far through banquet orders. Shirts earn \$4.50 each in profit, and hoodies earn \$7 each. Selling prices are \$12 for short-sleeved shirts, \$15 for fitted short-sleeved shirts, \$18 for long-sleeved shirts and \$25 for hoodies.

H. Dressage & Eventing Council – Lisa Holderle/Robin Armer

- See discussion in the point section (see No. III D 1 and 2).

I. Hunter/Jumper Council – Stacy Wright/Pam Bishop

- See discussion in the point section (see No. III D 3).

J. Show Horse/Pony Council – Lynn and Gina

- There are ideas under discussion that will be presented to the forum tomorrow.
- As far as ways to offer additional small shows, Stacy said she has hosted very tiny shows at her barn, and she offered to have tiny one-day saddlebred shows (exhibitors would have to jump out of their trailers, as she has no stall space available).
- Anna Marie Knipp told Janet Thompson that the Chapter 5 UPHA show is planning to explore using the Boone County Fair horse show as a fundraiser.

K. 2014 Kick-Off Show – Jean Mutrux

- Jean has asked Tuffy Owens to be the show's manager; Tuffy can reach out to people throughout the midwest.
- The dates are April 10-12, 2014; it will be held again at the National Equestrian Center in Lake St. Louis.
- The judge will be Darrell Case from Willowbank.
- Jean is preparing to meet with the Wells Fargo representative about funding again for this year.
- She says that the Kick-Off Show is teaming up for Wish for our Heroes, which helps provide assistance (including funds) for veterans, whose ambassador takes riding lessons.
- Last year, the show offered a very popular “texting while trotting” class. That class will be back, and this year there also will be a matched-pairs class. Jean expects at least four good pairs to enter.

L. Youth Council – Janet Thompson

- Janet noted the youth council never really got off the ground, so she reached out to MU's extension services and 4-H to help build more activities for youth. That is why she tonight invited Courtney Thompson from the Boone County 4-H to join us.
- Courtney explained that she is the horsemanship project leader and leader of Boone County Fair 4-H committee. They organize horse shows throughout the year and get sponsors for the shows. She noted the 4-H show is completely self-supporting and has cultivated a really good relationship with the Boone County Fair board. Last year, they had 67 kids and, the year before, more than 55 kids.
- Janet said this can be a mutually beneficial relationship if we both use it correctly ... good teachers, trainers, mentors, etc.
- Courtney said 99 percent of the kids are Western riders with “pasture pets,” many of whom are first-year riders. At last year's show, six of her kids decided to show English that day. She said the kids are really eager to learn.

- Janet noted this is an opportunity to build the MHSA Western Medallion scholarship program.
- Janet said Courtney will become the 4-H liaison to MHSA.

#### M. Marketing Committee

- Tracy noted the new University of Missouri president's wife has Hanoverians. Her name is Karin Loftin, she is from Texas, and she rides dressage. Janet noted her husband's primary focus at his prior school (Texas A&M University) was extension.
- Janet noted the website will really help us market the organization and allow members to better market themselves.

#### N. Rulebook Committee – Sue Webster

- Sue asked everyone to read through their section of the rulebook and make suggestions for changes now – content, typos, etc. She urged everyone to discuss possible rule changes during council meetings.
- Sue needs all the information from one discipline to be funneled through each council, so each council needs to designate one person as its liaison to the rulebook committee.
- She needs to have the changes in October because she needs to have it printed in November because show season begins in December.
- All rule changes must be adopted during the council meetings tomorrow. But after that, there still is time to clarify the rule, etc.
- We discussed whether to provide printed rule books, and the consensus was to make them readily available in an easily found spot online and printable, but to not pay to print our own rulebooks.

#### O. Historical Society/Permanent Trophies – Erica Jobe

- Eric noted the MHSA display has been moved to a different location within the Boone County Historical Society.

### IV. New business

#### A. Exploring status as an IRS section 501(c)(3) entity for MHSA – Janet Thompson

- Janet said Ed Holderle has worked to establish another 501(c)(3) organization and is willing to work toward establishing MHSA as such too. This classification is for non-profit organizations that exist primarily for educational purposes.
- The consensus was for Hattie Francis to explore this idea further.

## B. Nominations – Stacy Wright

- New third-year term people will be Danielle Beaver (a William Woods University student with experience in D, E and H/J), Debbie Erickson (SH/P from Defiance), Lynn Frazee (current board member), JoJo Levy Kyger (H/J from Kingdom City) and Nancy Roth (D/E from New Haven).
- A sixth seat has become available because Anna Marie Knipp has resigned, so Erica Jobe (current board member) has moved into her spot
- All the new officers are excited and plan to attend tomorrow
- Robyn Armer chose not to run for reelection, but everyone thanked her for her service.
- Sarah Thomas will become a freestanding Medallion Secretary position on the board.
- Ben Hibbs presented the slate for the executive committee
  - President: Janet Thompson
  - President-elect and H/J secretary: Stacy Wright
  - First vice president: Gina Vehige
  - Second vice president: Christy DeMauro
  - Executive secretary: Beth Riggert
  - Past president: Sarah Booker
  - Treasurer: Margie Torkelson
  - Financial steering chair: Jane Gaines
- There were no nominations from the floor. Lynn Frazee moved to accept the slate of officer; Pam Bishop seconded the motion. The slate was accepted by a voice vote with no dissents.

## V. Adjournment

- Mike Roberts moved that the board meeting be adjourned; Ken Wheelen seconded the motion. The meeting was adjourned at 8:52 p.m.