



Board of Directors Meeting

Conley Road HyVee,

Columbia, Mo.

17 March 2014

- Members present:
 - Danielle Beaver, Pam Bishop, Sara Booker, Tracy Feller, Hattie Francis, Lynn Frazee, Ben Hibbs, Lisa Holderle, Jojo Levy Kyger, Carrie Linton, Beth Riggert, Nancy Roth, Janet Thompson, Margie Torkelson, Gina Vehige, Sue Webster, Ken Wheelen, Betsy Woodruff and Stacy Wright.
 - Also present was Courtney Thompson, 4-H liaison.
- Members absent:
 - Excused: Christy DeMauro, Jane Gaines, Jean Mutrux and Sarah Thomas.
 - Unexcused: Debbie Erickson, Mike Roberts and Mary Zion.
- Others absent:
 - McKenzie Booker, youth liaison; Kennedy Payne, youth liaison; and Kerri Payne, youth liaison.

I. Call to Order and Introductions – Janet Thompson

- Janet called the meeting to order at 6:01 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. Danielle Beaver's name was misspelled on the last page. Lynn Frazee moved the minutes be approved as amended; Stacy Wright seconded the motion. The minutes were approved as amended by a voice vote with no dissents.

III. Officer Reports

A. Treasurer – Margie Torkelson

- She just received the February reports – they reflect \$16,398.46 in checking, \$11,695.09 in savings and \$7,847.97 for a total of \$35,941.52 in assets.
- The biggest expense was \$3,400 to the web developer for three months of bills; the rest was for the banquet, awards, etc.
- Margie still is having problems getting QuickBooks to generate any electronic reports for distribution, so she will continue to print hard copies and mail them to Beth Riggert for scanning and distribution.
- Tracy Feller noted the next bill from the web developer, for February and March, will be less.

B. Membership – Sue Webster (*see attached report*)

- As of March 15, there are: 140 total members, including 11 life members and 29 new members (Sue later e-mailed the breakdown among disciplines, *also attached*). There are 54 individual, 24 junior, 13 family and six college memberships (from William Woods, Stephens and Mizzou predominantly).
- As of March 15, there are: 206 horses nominated, with H/J leading the pack at 100 horses; and 64 riders nominated, with H/J leading the pack at 40 riders. There also are six academy riders nominated.
- Income for January 1 through March 15 is \$7,255, with expenditures (postage) of \$46.63.
- Sue asked whether there is an age limit for college members; there is not.
- Sue reminded board members to renew if they have not already. She had applications available at the meeting.

C. Show Membership – Sue Webster (*see attached report*)

- She currently has 14 nominated dressage shows (22 last year); seven eventing shows (12 last year); 56 hunter/jumper shows (79 last year ... we have not yet heard from the Cornerstone series); and 27 show horses & ponies shows (had 38 last year).
- As of March 15, she has \$2,580 in income and \$299.70 in expenditures, which largely are from supplies.
- Sue asked whether anyone has spoken with Roberta Clark of the Oklahoma Dressage Society. Roberta indicated they were going to nominate a show last year, but Sue received the application too late. Sue has contacted them this year, and the answer was that there was a discussion about a trade – we take their show and they will take one of ours. Lisa Holderle has not had any such conversations with anyone, and neither has Sue. Stacy noted it is possible they may have spoken with someone from the southwest Missouri association.

- Jojo Kyger said she may do some shows at her farm this year – she is looking for available dates. She will keep Sue posted.
- Sue asked whether we should charge for clinics to be posted on the MHSA website the same as we do for horse shows. Tracy Feller suggested that, if it is a free clinic in conjunction with a member show, then we can post it, but if it is a free-standing clinic or camp for which participants have to pay, then it should be charged to be online. Tracy suggested we need a new section online
- Lynn Frazee moved that MHSA add a section to its website for clinics or camps and then charge \$25 for each listing; Carrie Linton seconded the motion. There was discussion about how much to charge. Janet moved to amend the motion to waive the fee if there is no fee to participate in the clinic or camp. Stacy Wright seconded the amendment. The motion – with the amendment – passed on a voice vote with no dissents.

D. Point Secretaries

1. Dressage – Lisa Holderle

- The show season just started last weekend, and she has not yet received results. Carrie Linton noted she heard that there was a good turnout and that exhibitors had a good time.

2. Eventing – Christy DeMauro

- Christy was unavailable and did not submit a report. Stacy Wright noted nothing is new to report.

3. Hunter/jumper – Stacy Wright

- Shows have started. Stacy has not switched to the new point system but will do so soon.

4. Show horses & ponies – Sue Webster

- Sue just received a listing of results from a William Woods show, but not one horse or rider was nominated. It was suggested that Sue talk with several contacts at William Woods to get the nominations completed.

E. Medallion Secretary – Sarah Thomas

- Sarah was unavailable, but she sent this report to Beth: “This time of year is slow. We are working on getting patterns for stock and saddle seat up on the website and have decided to use the same patterns for several years. I believe this will be discussed in the meeting tonight. I have sent out a few medallions requested by shows.”
- Lynn Frazee said she has reached out to a number of people, including anyone who might have a rider enter a Medallion class as well as those involved with UPHA Challenge Cup and Good Hands classes. The consensus was that MHSA do for its Medallion classes like those other organizations do for their classes and use the same patterns several years in a row, to let exhibitors get

comfortable with them. After discussion, the consensus was that we need to offer simple patterns to help encourage riders, especially those coming out of academy, to ride in the Medallion classes.

- Kent Swalla and Sarah Booker helped create graphics to accompany the description of each pattern; they were circulated to all board members in advance. Ken Wheelen moved that these Medallion patterns, as circulated (*and attached*), be approved for the 2014 show year; Hattie Francis seconded the motion. The motion passed on a voice vote with no dissents.
- Sue said that one of the problems for the past was making sure that nominated, qualified riders show up for the finals. A verification form was developed as a result, for show management to verify that a particular individual did show – in the past, they were not submitted or not signed by the appropriate persons. It since was suggested that the exhibitor sign a line on the entry form for St. Louis National Charity to say at what show the rider qualified. They have agreed to do that. She also is sending out the names of nominated riders to horse shows to help increase the number of nominations, as you must be nominated to compete in the Medallion classes.
- Janet Thompson said there is a change in the rule, and now you can ride a half-Saddlebred to compete in pleasure equitation classes. Tracy Feller asked if that should be added to the Medallion page online. Lynn Frazee suggested it would be better placed as a news item; Janet agreed.

F. Website – Tracy Feller

- Tracy read her report, which she distributed at the meeting (*attached*).
- We are unable to make our own updates with any detail. The web developer is exploring different options that would allow members to update more portions of the website. Tracy noted we need more web news content-providers and editors.
- Stacy noted that printing out the list of shows is problematic. Beth Riggert noted the same issue occurs in printing the list of board members.
- In the stable directory, only an MHSA member barn will get a color photo and other options; other barns will receive just a line listing for free so we can be more comprehensive for people looking for help.
- On the shows and points page, the committee has discussed putting banner ads there, which would create a good revenue stream – Realtors, feed stores, individuals who run camps or clinics. We want to have different banner ads for each discipline; right now we only are able to do one total. The price is \$150/discipline or \$600 for all four. We will be able to provide information about the number of people who click on the ad. Janet Thompson suggested offering a “one-time-only” option for people to have their ads go across all four disciplines.

- The web developer has said that, pending MHSA approval, he is ready to launch a simple PayPal tool on our website that will allow us to offer the option to pay for memberships online. There was a discussion about what verification we would receive once a payment is made via PayPal. Margie Torkelson says now she receives a copy of each check paid to MHSA. Stacy Wright said PayPal will allow us to generate a printer-friendly report for a specific date range. After discussion, Carrie Linton moved that MHSA offer the option of electronic payments, including a \$2 convenience fee per transaction (to cover the fee that PayPal will charge MSHA); Lynn Frazee seconded the motion. The motion carried on a voice vote with no dissents.
- Jojo Kyger asked if horse show memberships also can be paid online; Sue Webster suggested we start with individual memberships and then consider whether to expand.
- After discussion, the consensus was to create a members-only section on the website. Tracy Feller noted the news section is getting really cluttered with announcements that are more pertinent just to members. It was suggested such announcements be moved into the members-only section, perhaps in a “discussion forum” format by grouping conversations under topical threads.
- There are a lot of good opportunities for the marketplace section, but it is going to require a lot of work to get display ads going. There needs to be a simple template of a limited number of ads. Janet Thompson noted that everything we do is driven by the revenue available to us – with membership revenues dropping, this would enable us to boost membership to then buy other things. Ken Wheelen noted we always can raise rates once this starts working. The group agreed that you an advertiser does not have to be an MHSA member to run a line ad. The group also agreed that the website committee will come up with two proposals for creating an opportunity for “display” ads, perhaps with graphics or a business card, etc.
- It was agreed that Ken Wheelen, who has a Ph.D. in English and used to teach English, will be the proofreader for the website. Lynn Frazee has taken over the marketplace. We need to think about what role each of us wants to play in developing and building the website.

G. Financial Steering Committee/Operations Manual/Budget – Jane Gaines (*see attached reports*)

- Janet Thompson presented this section in lieu of Jane, who will be stepping down from the board as she is unable to participate to the full extent she would like. In the meantime, though, Janet says Jane has done “yeoman’s work” in revising the operations manual that was originated many years ago when the organization was not doing well. We really will rely on the financial steering committee to help guide us forward, and Janet asked anyone with a financial background to participate.
- See “new business,” below, for further discussion.

IV. Old business

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

- Review – Ken Wheelen
 - Ken provided a sheet showing the financial report for the banquet for the last four years. For the 2014 banquet, there were 155 attendees (not counting the speaker), 14 of whom were sponsored by board members. The auctioneer received one free ticket; the speaker received two.
 - This year, we also had about 10 or 11 children ages 12 or younger who paid half-price for tickets. It looks like these were brought by a stable rather than by their parents.
 - Ken noted that, if MHSA were to become a 501(c)(3) organization, we could save the \$400 or so we paid this year on sales tax for the banquet. Comparing just ticket sales with expenses, we lost \$343.32. But adding in the \$1,588.50 we received from the auction, we came out ahead by \$1,245.18.
 - There was discussion about adjusting the schedule to have the board meeting in the morning and then the banquet at night. Sarah Booker said there is a huge banquet in Chicago at night, with tickets costing \$185 each, with an open bar and a photographer taking photos of each barn with all their award ribbons. There also was discussion about holding the awards before the dinner.
 - Lisa Holderle moved that MHSA reimburse Janet Thompson for the expense she paid, out of her own pocket, for the speaker at the MHSA banquet; Lynn Frazee seconded the motion. The motion was approved on a voice vote with only Janet Thompson dissenting.
- Awards – Stacy Wright
 - Stacy provided tallies of awards given (*attached*). She noted this shows the number of people winning awards is decreasing. In a number of categories, only one award was given, which raises the question as to whether some categories should be combined.
- Auction – Lynn Frazee
 - See report about the banquet, above.
- Special Awards – Gina Vehige
 - The Shikles award was a hit at the banquet.
- Hoodies and clothing
 - Last year, we sold \$15 in T-shirts; this year, we sold almost \$800.

B. Dressage & Eventing Council – Lisa Holderle

- The dressage forum requested an extraordinary rule change (*see attached proposal*, which was distributed to board members) to be effective for the 2014 show season. Dressage competitors would like their scores from championship classes to count for high percentage of the year.
- On behalf of the forum, Lisa proposed the following rule change: In the dressage division section of the MHSA rule book, Part III, Section 3, point 3, the last sentence be changed to read: “These scores can be earned in open, adult amateur, ... Maiden Rider, Opportunity, and Regional Championship classes.” Lynn Frazee moved that this rule change be adopted as proposed; Nancy Roth seconded the motion. The motion was approved on a voice vote with no dissents.

C. Hunter/Jumper Council – Stacy Wright

- Stacy noted that, in the past few years, there were no open hunter awards and that the council agrees to a rule change (*see attached proposal*, which was distributed to board members).
- On behalf of the council, Stacy proposed that the high point hunter award rule to be amended to read: “High Point Hunter Award will be given at the end of each showing year at the annual awards banquet. The award will be given to the horse that has accumulated the most points in open MHSA recognized hunter divisions. The points will be counted for the horse, not the rider. The divisions which will count toward this award include High Performance Hunter, Green Working Hunter, Pre-Green Working Hunter, MHSA Hunter, Open Hunter, Low Hunter and Hunter Derbies.” Sue Webster moved that this rule change be adopted as proposed; Ken Wheelen seconded the motion. The motion was approved on a voice vote with no dissents.

D. Show Horses/Ponies Council – Sue Webster

- There was a question about what to do with double points for the SH/P shows (*see attached discussion*). After much discussion, Lynn Frazee moved that MHSA keep the double-point system as it is; Sarah Booker seconded the motion. The motion was approved on a voice vote with one dissent.
- Janet Thompson suggested this issue be studied more thoroughly to determine the best course of action in the future, and what ramifications there might be from any proposed change.

E. 2014 MHSA Kick-Off Horse Show – Jean Mutrux

- Jean could not attend because of business related to the show, scheduled for April 10-12 at the National Equestrian Center in Lake St. Louis. Janet Thompson noted that the judge will be Darryl Case and that the show again will feature a “texting while trotting” class; Beth Riggert noted a “pairs” class has been added, with Jean noting there has been interest for multiple entries.

F. Youth Council/4-H Liaison – Courtney Thompson

- There was nothing to report, except Courtney is excited for the opportunities for youth within MHSA.

G. Marketing Committee – Stacy Wright

- It was noted that this committee is about selling opportunities to stakeholders to flesh out our online marketplace, build membership, etc. In fact, Janet Thompson noted that other organizations now are trying to replicate what MHSA has started with its online marketplace.
- Stacy handed out a one-page letter and discount form, which members edited and returned to Stacy.

H. Rulebook Committee – Sue Webster

- See discussions about rule changes in the council sections, above.

I. Historical Society/Permanent Trophies – Sue Webster

- Janet Thompson noted we can display items at the Boone County Historical Society because MHSA is a member.

J. Tax-Exempt Status for MHSA – Hattie Francis

- Hattie noted that there has been substantial research conducted regarding this possibility. While MHSA has an educational component, its primary purpose is to benefit an industry. As a result, while some funds (i.e. the scholarship fund) could be tax-exempt, the entire organization would not qualify as a not-for-profit philanthropic organization without a major shift in MHSA's mission statement.
- Jojo Kyger suggested adding a component for therapeutic riding. Others noted Betsy Woodruff's proposal about rescue horses (see below) would fit this educational or philanthropic mission as well.
- After discussion, the consensus was it would be better to incorporate further consideration of this possibility into a long-range plan for MHSA.
- After discussion, Beth Riggert moved that further consideration of this possibility be incorporated into MHSA's long-range planning process; Jojo Kyger seconded the motion. Lynn Frazee noted that it may be time to reexamine MHSA's mission because the organization seems to have changed over time. The motion passed on a voice vote with no dissents.

IV. New business

A. Appointment of Chairs/Members to Standing Committees – Janet Thompson

- Janet asked people to consider their areas of expertise. Every committee needs to consider how to add value to membership while ensuring fiscal responsibility, and then write detailed descriptions to ensure future board members will know exactly what we do and why we do it.

- Financial Steering –Margie Torkelson will serve as chair.
- Website/communications –Tracy Feller will chair; Hattie Francis suggested this would provide a good opportunity for our youth members to participate. Janet thought Diane Stephens might be good to help steer some of the kids. Jean Mutrux, Beth Riggert Nancy Roth, Sue Webster and Ken Wheelen volunteered (or were volunteered) to serve.
- Historian/Archivist –
 - Although both Janet Thompson and Sue Webster volunteered to help, we need someone to chair this committee.
 - Janet noted we need to start scanning in documents and photos.
- Awards Committee – Stacy Wright will chair.
 - Janet Thompson suggested we need representatives of each discipline. Volunteers are: Danielle Beaver; Sarah Booker, Lynn Frazee, Jojo Kyger and Sue Webster.
- Annual meeting and banquet – Ken Wheelen will chair
 - Others who volunteered (or were volunteered): Debbie Erickson, Jojo Kyger and Sue Webster.
- Marketing – Stacy Wright will chair.
 - Others who volunteered or were volunteered for this committee: Debbie Erickson, Janet Thompson and Gina Vehige.
- Financial steering committee – Stacy Wright will chair.
 - It was noted that this committee is about selling opportunities to stakeholders to flesh out our online marketplace, build membership, etc. To that end, Stacy handed out a one-page letter and
- Nominating committee –
 - Needs people from every discipline. Best people are those who are planning to rotate off the board.
 - As president-elect, Stacy Wright necessarily is a member. Other volunteers were Pam Bishop and Lynn Frazee.
- MHSA councils – all board members serve on their respective councils
 - Lynn Frazee and Gina Vehige will co-chair the SH/P council
 - Pam Bishop and Ben Hibbs will co-chair the H/J council
 - Danielle Beaver and Nancy Roth will co-chair the Eventing council
 - Lisa Holderle will chair the Dressage council.
- Rulebook committee – Sue Webster will chair.

- Scholarship committee – Margie Torkelson will chair.
- Medallion committee – Sarah Thomas will chair. Others who volunteered or were volunteered were Jean Mutrux, Beth Riggert and Margie Torkelson.

B. Policies & Procedures – Janet Thompson

- Janet stressed that we need to establish a budget for each section of MHSA. To that end, Janet asked the board to approve a policy that gives the point secretaries the authority to spend ordinary expenses (paper, ink, etc.), but if they have to make an extraordinary purchase, then it has to go to the board for approval. Other committee chairs will have to propose a budget to be approved by the board using their expenses for the last three years as a guide. We *all* have to be mindful of the fact that we are spending *other people's* money.
- Lynn Frazee moved that MHSA establish a written policy that: permits point secretaries to spend ordinary expenses without further board approval but that requires them to submit extraordinary requests to the board; requires each committee to submit a budget and expenses for board approval; makes it the duty of the financial steering committee to draft the policy. Sarah Booker seconded the motion. The motion carried on a voice vote with no dissents.

C. Horse Welfare and Disaster Relief Fund – Betsy Woodruff (*see attached proposal*, distributed at the meeting)

- Betsy led a discussion about whether there is a need to set up such a fund, to be administered by the MHSA board through a committee, to help aid horse owners. There was discussion about those who lost horses and barns in tornadoes and fires and who lost horses in trailer crashes. She noted that MHSA would not be a donor for Longmeadow Rescue Ranch in St. Louis.
- Hattie Francis noted there is a high potential for such a fund to be exploited, which could result in bad publicity for MHSA.
- Beth Riggert noted there may be an educational component to this, to help people access appropriate resources, whether through MHSA or another organization.
- Janet Thompson said many breeds – including the saddlebred industry – are having very serious discussions about this issue.
- After discussion of whether there is a more narrow niche that MHSA might be able to fill, Janet suggested that Betsy lead a committee to examine this issue. Betsy will be joined by Sarah Booker, Hattie Francis and Beth Riggert.

D. Other new business

- Sharon “Boo” Gonzales of Dublin Farms is requesting a \$50 in sponsorship funds for a clinic. The issue died for lack of a motion.

- Stacy noted she is building a new 10-stall barn, which might allow her to have small shows with up to 15 stalls available, should anyone be interested.

E. Upcoming MHSA meetings

- Board of Directors meetings – by conference call?
 - May 5
 - August 25
 - October 20
- Annual meeting – tentatively scheduled for January 23-24, 2015

V. Adjournment

- Janet Thompson moved that the board meeting be adjourned; Margie Torkelson seconded the motion. The meeting was adjourned by acclamation at 9:23 p.m.