

Board of Directors Meeting

HyVee Community Center,

Conley Road, Columbia

21 October 2013

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

- Janet called the meeting to order at 6:05 p.m. Beth 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 changes to the minutes. Sue Webster moved the minutes be approved; Ken Wheelen seconded the motion. The minutes were approved by a voice vote with no dissents.

III. Officer Reports

A. Treasurer – Margie Torkelson

- Margie was unable to attend but submitted her latest financial reports to Janet for discussion at the meeting. The latest report Margie has received is dated September 30, 2013 (attached). It shows \$24,403 in checking, \$14,022 in the scholarship fund and \$7,842.11 in the CD for a total of \$46,168.11.

B. Membership – Sue Webster (report attached)

- To date, there are a total of 237 members, including 62 new members. Sue noted that these levels are fairly steady across disciplines, with only slight gains or losses.
- Sue noted some memberships may drop during 2014 because MHSA no longer asks academy riders to nominate in equitation.
- She also noted that expenditures should drop in 2014 as most of the expenditures now are for postage, and she plans to send membership renewal forms via e-mail and only use postal mail those renewals for which she has no e-mail address.
- In response to a question, Sue noted she has not yet heard from the person in Rolla who had contacted her and does not expect to until the 2014 membership year. Sue will include this new person on the list to whom membership renewals are sent.

C. Show Membership – Sue Webster (report attached)

- There are a total of 151 horse shows nominated for the 2013 show season.
- Sue noted there are more dressage, eventing and show horse/pony shows nominated this year compared with last. She anticipates an additional eight hunter/jumper shows will be nominated for the 2014 season.

D. Point Secretaries

1. Dressage – Lisa Holderle

- Lisa was not available and did not submit a report. Sue Webster noted the dressage points are posted online since the beginning of October.

2. Eventing – Christy DeMauro

- Christy was not available and did not submit a report. Sue Webster noted the eventing points are available online.

3. Hunter/Jumper – Stacy Wright

- Stacy reported she still is having some issues with equitation but otherwise has not had problems posting points in the new system.

4. Show Horses/Ponies – Sue Webster

- Sue reported she is up to date for points for all but three shows, two of which were in the last two weeks. All points are online through the beginning of October.

E. Medallion Secretary – Sarah Thomas

- Sarah was not available to make a report, but Janet Thompson reported that this year's medallion championship, held at the St. Louis National Charity Horse Show, was very good and that the judges were impressed with the level

of competition. Nadine Von Zomeren won again, and Alice Rowland was reserve.

- Janet reported that all the center-ring officials complimented Sarah, who coordinated the entire presentation on her own.
- Janet also went to the Wells Fargo offices in St. Louis to thank the gentleman who actually wrote the check funding the medallion scholarship for the last two years. When she told him that Nadine won and will be going to college in Minnesota, he asked for contact information because Wells Fargo has a number of connections there. She passed along the information to Nadine, who followed up immediately. Janet said it is important to stress these kinds of contacts for winners in the future, especially for corporate sponsors.
- Janet suggested to Alice Rowland that she thank the Curl family, which sponsored the reserve scholarship.

F. Financial Steering Committee – Jane Gaines

- Jane prepared a year-to-date report through August 2013 (attached).
- Jane noted that, as far as expenditures go, the website has been a big expense, but it replaced the newsletter, which had been a big expense. She further noted that year-end awards had been paid for by August 2012 but have not yet been paid for this year. Jane further noted that the expenses for membership are largely for copying and postage.
- There was a question about who receives salaries. Janet Thompson explained that MHSA pays nominal salaries to the point secretaries, membership secretary and show membership secretary. Janet noted that, if broken down to a per-hour salary, it is pennies on the dollar.

G. Website – Tracy Feller and Stacy Wright

- Tracy noted that MHSA now has parted company with the previous web designer and that the transition has been very positive to the new web manager, who manages all the electronic communication for Emerson Electric in St. Louis.
- Tracy and Stacy both noted that the new web manager is very receptive to the needs of the organization and is putting everything in writing – all expectations of how long he believes each stage of his work will take, whether that will go beyond that for which he already is paid and, if so, how much extra his work will cost so MHSA can make well-informed decisions about his work. Janet stressed how important this will be for MHSA.
- Tracy noted there have had to be a lot of changes made to the copy now online and that the new web manager has been very helpful in this regard. He now is working to transfer all the web information to new servers, to claim domain names and to ensure that pointers are directed properly to the MHSA website.
- The web manager's next priorities will be to enhance the look of the website and to establish a searchable dynamic database of stables with analytics that

will allow us to tell stables that they received a particular number of hits in a given timeframe. Nonmember-stables will receive a line listing; MHSA-member stables will receive additional information, including maps, a link to the barn's website, etc.

- Once those are done, the web manager will shift his focus to developing the MHSA marketplace, which will help people find necessary services. Tracy also suggested we find a way to use the marketplace to make the website revenue-neutral.
- Tracy requested that people submit photos – in a high-quality JPEG digital format – of horses, stables, etc. When you mouse over the photo, you will get information about who, what, etc. We need enough photos so the banner and page photos can change frequently, which will encourage people to visit the website more often.
- Stacy stressed that the new web manager says it will be fairly simple to complete the next two phases. She says he has lots of good ideas for moving MHSA's website forward.
- Janet stressed that ALL requests for anything related to the website must go through Tracy so that she can ensure consistent information is sent to the new web manager. In the past, because too many people were trying to submit information, with some of that information being contradictory, resulting in multiple changes for certain pages with MHSA being billed for each change.
- Once the new web manager has an opportunity to fix the environment for the website, then he will conduct a training session so that we can manage our own content. Janet suggested such a training could be held at HyVee, which has wi-fi.

IV. Old Business

A. Banquet update and discussion – Ken Wheelen

- Ken presented the banquet survey results (attached), showing the number of “likes” and “dislikes” each category received as well as narrative responses to questions.
- He said there were four themes in the comments:
 - Cost – respondents think the banquet is too expensive
 - Awards – respondents want nicer awards
 - Time – respondents want the event to go faster
 - Location – some want it moved to opposite parts of the state
- Jane Gaines asked where the majority of MHSA members live. There was discussion that holding the event in Kansas City or St. Louis might be convenient for some members but not as cost-effective as Columbia, which

prompted Gina Vehige's suggestion that neighboring counties to the two cities might be less expensive than the cities themselves.

- There was some discussion of the National Equestrian Center in Lake St. Louis as a possible venue; this is where MOHJO (Missouri Hunter Jumper Organization) holds its banquet. Although it is a nice facility and has some of the best concession food available, there was concern expressed about whether its banquet food would be appealing or whether it might be possible to bring in catered food.
- There also were some suggestions about finding corporate sponsors, but without a multiyear commitment and giving some value added, there was concern about whether this would be a feasible option.
- Discussion then turned to the timing of the annual business meeting, forums and banquet in response to the survey results.
 - There was concern expressed about starting too early on Saturday morning, which might preclude attendance of those who need to feed horses at home and then still drive in for the event.
 - Mike Roberts noted that UPHA (the United Professional Horseman's Association chapter 5) offers an evening event, while the MHSA event takes all day long. Those attending the UPHA function stay overnight because they need to, and they go barn-hopping on Sunday.
 - This sparked discussion of whether MHSA could hold its annual business meeting on Friday night and the forums and awards banquet on Saturday. If MHSA did this, then those attending would need to RSVP, and MHSA would need to charge for meals. After discussion, Mike Roberts moved that the annual MHSA business meeting be moved to Friday night, as discussed; Gina Vehige seconded the motion. The motion was approved by a voice vote with no dissents.
- To address concerns about the length of the banquet – and specifically the award presentations – there also was significant discussion about how awards are presented and whether changes might be made to streamline and speed up the process.
 - Sue Webster suggested having two staging areas, one for champion and reserve, the other for the balance of the awards.
 - Beth Riggert suggested cross-referencing the names of award winners with those who RSVP for the event and then just announce the names of the third- through sixth-place winners who are present. There then was discussion of posting the names of all winners on slides that could be shown on a big screen through the awards banquet.
 - Hattie Francis suggested consolidating awards so that if one person wins multiple awards, all those awards could be consolidated into one presentation.

- Sue Webster said she still will need to order ribbons based on the name of each class, but she could clump the third- through sixth-place awards in both the program and presentation by awardee. Board members will stay after the business meeting Friday night and help Sue sort the ribbons.
- Tracy Feller stressed that any changes in the manner in which we plan to hand out awards should be posted online and included in the banquet's informational mailing. Per Tracy's suggestion, Janet Thompson established a committee to communicate the changes: Ken Wheelen, Mike Roberts, Beth Riggert and Stacy Wright.
- For major award presentations, the board's consensus was to limit presentations to no more than three minutes, perhaps in a video presentation.
- To address concerns about the banquet being too expensive, Ken suggested reducing the price of the meal for kids. Although the facility charges just one price for meals and makes no allowances for children, the board's consensus was to charge half-price for children 12 years old or younger.

B. Awards – Stacy Wright

- Stacy said that no one submitted any ideas for new awards, so she conducted research of her own and presented several good options, noting that people seem to want awards that are useful in some regard.
- One option would be to offer nice coolers through a vendor called 5/A. There was discussion about the saddlehorse exhibitors needing square coolers, while hunter/jumper exhibitors prefer fitted coolers. There was discussion of a fleece option that is more cost-effective than wool and that does a good job wicking moisture. The coolers would cost \$35 each with embroidery a little more per cooler. Other suggestions from 5/A include really nice backpacks (\$18 with embroidery), platings and trays, perhaps for high-point awards.
- Another potential vendor is JB Naturals, which offers really nice wooden grooming boxes. The company could laser-etch the MHSA logo on the side or place a brass plate on the box for future engraving. The grooming boxes are \$27 or \$28, depending on which is selected, plus \$2 to \$5 each for etching. The company – which is based in Pennsylvania – will palletize, shrink-wrap and ship using a freight company. No price was given, but JB said it would be “reasonable.” JB Naturals also offers ribbon racks, bridle racks, one-size-fits-all sheets, backpacks. Her only concern was that MOHJO recently awarded grooming boxes for two years but noted they are well-received.
- Stacy also said can get really nice saddle pads for \$29 to \$40 each.
- After much discussion of the various options, Gina Vehige moved that MHSA give grooming boxes as its awards this year, noting the price including laser-etching is good; Sue Webster seconded the motion. Discussion about the motion included a concern about getting a cost estimate of the freight to ship

the awards. Stacy also noted that JB Naturals charges a \$35 one-time set up fee for the etching and that she will need a camera-ready logo. Pam Bishop suggested amending the motion to require a new vote only if Stacy learns the shipping cost will be cost-prohibitive. The amendment was adopted, and the motion passed on a voice vote with no dissents.

- Discussion then turned to high-point awards. After discussions of options – including nice, customizable trinket boxes; coolers; and captain’s chairs – the board’s consensus was for Stacy to order nice fitted coolers for the hunter/jumper and dressage/eventing winners and for Sue Webster to utilize those items that MHSA already owns for the show horses/ponies awards.
Silent Auction – Lynn Frazee
- In Lynn’s absence, Erica Jobe reported that Lynn needs to contact Pete Kemper about conducting a live auction.
- Janet Thompson noted she has been contacting horse shows to have them put together baskets – e.g. stalls for St. Louis, American Royal, etc. (good for any of the shows). She asked that, if anyone has contacts with horse shows, approach them about putting together baskets including such items as stalls, entry fees, bedding, etc. It was suggested that Robyn Armer reach out to Nancy Rothe, that Sarah Booker reach out to the Ledges folks and that Anna Marie Knipp reach out to the UPHA Chapter 5 and Central States shows for possible auction baskets.
- Stacy Wright offered to put together an auction basket of horse show photography services. Other members said they would reach out to those who do videography or photography for similar donations.
- Janet says we also need to work with barns to help create good baskets as well as line up bidders in advance.
- Janet asked that any “yes” baskets be sent to Lynn.

C. School Horse of the Year – Stacy Wright

- Stacy said we will do a Facebook competition again, though she noted it still is too soon to generate buzz. She anticipates starting it closer to the end of November for voting to start December 1.

D. Horse Person of the Year – Gina Vehige

- Gina reported she has received one really good nominee so far but will continue to accept nominations.

E. Shikles Distinguished Service Award – Janet Thompson

- This will be presented to Sandy Rafferty. She asked Jane to talk with her in advance to see how we can get a collection of participants.

F. Decorations – Janet Thompson

- Jane Gaines will ask for photos for Sandy Rafferty's horses/riders, which will be used to make into table centerpieces.

G. Sportswear Committee (Banquet Apparel Store) – Robyn Armer

- Robyn talked with a T-shirt place, which suggested using a “distressed” look and vertical wording, and using a V-neck for girls.
- Robyn thought perhaps a logo like “Keep Calm. Ride On.” might be cute too.
- Hoodies cost \$18, sell for \$27; short-sleeved \$8.50, sell for \$14-15; V-neck \$11.50, sold for \$18. Add \$1 to all the prices for a third color. Black is a good accent.
- The board's consensus was for a T-shirt that said: “Keep Calm. Ride On.” Had the discipline line and the MHSA logo. Robyn will reach out for specific designs including those elements.
- Ken Wheelen will put an order form in the banquet mailing so people can make advance orders to pick up at the banquet. We can order a few more to sell at the banquet and at shows during the season.

H. Dressage/Eventing Council – Lisa Holderle/Robyn Armer

- There is nothing new to report.

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

- There is nothing new to report.

J. Show Horses/Ponies Council – Lynn Frazee/Gina Vehige

- There is nothing new to report.

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

- Janet Thompson said she knows Jean has dates selected but is unsure what those dates are.

L. Youth Council – Kerri Payne/Kennedy Payne/McKenzie Booker

- No one was available to make a report.

M. Marketing Committee – Stacy Wright

- Stacy noted that, despite the call for contacts for businesses in marketplace (for added value), she did not receive any suggestions. She will prepare a vendor letter so we have something to present to potential businesses.
- Janet Thompson stressed that it is incumbent on each board member to get participation of at least one business for the marketplace.

N. Rulebook Committee – Sue Webster

- Sue noted that, depending on how many nominations are in subdivisions of each category, it makes sense to do a high-point award or combine awards. This already is an option for the Arabians, Morgans and hunters/jumpers.
- Mike Roberts made a motion to change the rules allowing awards to be combined in any division at the discretion of the point secretary if there are not enough horses nominated; Gina Vehige seconded the motion. The motion passed on a voice vote with no dissents.

O. Historical Society/Permanent Trophies – Erica Jobe

- She will create a special backdrop when she changes her exhibit at the historical society.

V. New Business

A. Barn tour – Janet Thompson

- Janet said that the Missouri Symphony Society offers a holiday home tour in Columbia benefiting the society. She discussed the possibility of adding a barn tour, and the society was very excited.
- Janet noted the benefit to MHSA would come through the publicity generated for the tour, which would cost MHSA nothing except its members' efforts in opening their barns. People could drive to each barn, as they do for the holiday homes, or perhaps a bus could be used, although the symphony society has had better success letting people drive on their own.
- Some concern was expressed about the appearance of MHSA endorsing certain barns over others, and resulting discussion focused on the need to develop specific criteria, engage the symphony society in the selection process and let barns volunteer with the understanding they may have to wait another year.
- Stacy Wright said she has gone on a tour like this on the East Coast, with barns in a 20-mile radius. She said some barns had elaborate spreads, while others essentially just gave tours. She said the tour sold T-shirts and even included an alpaca farm offering shearing demonstrations.
- Janet stressed this is a long-range idea, and a committee could be formed to explore the idea further.

B. Other

- The upcoming MHSA board meeting is scheduled for January 24, 2014, at the Peachtree Center in Columbia. Given the discussion about the banquet, the annual MHSA business meeting will follow the board meeting.
- The MHSA 2014 banquet is scheduled for Jan. 25, 2014, at the Peachtree Center in Columbia, Mo.

VI. Adjournment

- Gina Vehige moved that the meeting be adjourned; Carrie Linton seconded the motion. The motion was approved by a voice vote with no dissents, and the meeting was adjourned at 8:16 p.m.

Respectfully submitted,

/s/ BETH S. RIGGERT

Beth S. Riggert

Executive Secretary