



Meeting of the Board of Directors and General Membership Meeting
January 24, 2015 6:00 pm
Peach Tree Banquet Center, Columbia, Missouri

Members present:

- Christy DeMauro, Pam Bishop, Sara Booker, Hattie Francis, Lynn Frazee, Ben Hibbs, Lisa Holderle, Jojo Levy Kyger, Janet Thompson, Margie Torkelson, Gina Vehige, Sue Webster, Ken Wheelen, Stacy Wright, Betsy Woodruff.

I. Janet called the meeting to order at 6:01 p.m. Roll was taken by written confirmation and a quorum was established. Janet introduced guests Missy Smith, Debbie Thomas and Ted Webber

II. Minutes – Minutes from the prior meeting were not circulated due to the unexpected resignation of former Executive Secretary, Beth Riggert.

III. Officer Reports

A. Treasurer – Margie Torkelson

The 2014 recorded a loss of approximately \$16000

- Revenue is driven by membership, shows and banquet
- Donations for scholarships are down – but it was noted that the scholarship fund is a restricted fund – scholarship amounts are \$1000 for Saddleseat, \$500 each for Hunt and Stockseat
- 2014 saw an increase in liability insurance costs, website costs and extra expenditures for professional fees

B. Membership – Sue Webster

2014 Membership report is attached

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

Sue indicated that she is receiving requests from show for email addresses. There was concern expressed, and discussion on the feasibility for show information being sent to Sue for distribution to MHSA members.

D. Point Secretaries

1. Dressage – Lisa Holderle

There has been a drop in nominations. There was a brief discussion on the timing of the

April dressage show at William Woods University, and the possibility of getting WWU to nominate horses again.

2. Eventing –

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

3. Hunter/jumper – Stacy Wright

- Upcoming shows: Fancy Farms is adding a show; Cornerstone may or may do shows in 2015 Shows have started. Stacy has not switched to the new point system but will do so soon.
- Shows have started. Stacy will do a membership drive at the shows

4. Show horses & ponies – Sue Webster

- Concern was expressed about decreasing number of shows for SHP.
- General Discussion, not limited strictly to SHP followed on the challenge to encourage nominations and membership in the face of the decline in shows; Janet challenge each member of the BOD to bring in 10 new members; JoJo raised the issue of getting individuals that ride but don't own a horse, and this issue, including the Opportunity Rider class was discussed

E. Medallion Secretary

- There is a need to revitalize the program and the success with the Western Medallion was discussed; we need to encourage trainers to have their youth riders participate
- Medallion Coalition representatives: Missy Smith – SHP; Betsy Woodruff – H/J; Debbie Thomas – Western

G. Financial Steering – Janet Thompson

- The committee will start fresh for 2015 in developing a budget and will be requesting information from each committee;
- Marjorie brought up the cost of Paypal and the convenience fee, with the amount we are currently charging not fully covering the cost of the service; raising the cost for items was considered, and Stacy agreed to do a comparison between various credit card type services and report to the Board at the next meeting.

H. Website

- The ability to change website copy in a timely manner was discussed, .
- Work is still ongoing to make the marketplace functional portion of the website

IV. Old business

A. Banquet Update/Speaker – Ken Wheelen/Ted Webber

- 158 expected to attend, with \$5500 in expected sales;

B. Awards – Stacy Wright

- Stacy reported on the effort to secure a more cost effective award than a platter; she showed the chairs that were purchased; she also retained a new vendor for plates and plaques at a lower cost than previous years

C. Auction – Lynn Frazee

- 18 Basket commitments, auction format will be similar to last year with Kim Frazee as auctioneer

D. School Horse – Stacy Wright

- Nominations taken by email and posted to Facebook; there has been good response again this year using Facebook.

E. Horse Person of the Year – Gina Vehige

- Lynn Frazee will introduce the 2015 HPY – Gayle Lampe

F. Shikles Distinguished Servie Award – Janet Thompson

- 2015 SDSA – Landon and Sarah Rowland

G. Sportswear Committee– Janet Thompson

- Janet was able to purchase fleece jackets (pullover and zip) and Windshirts, which she had embroidered with the MHSA logo and “Just Ride”. The Board determined that prices would be \$40 for the Windshirts and \$30 for both types of fleece

H. Dressage & Eventing Council – Christie and Lisa

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

J. Show Horses/Ponies Council – Lynn Frazee & Missy Smith

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

- Show Dates are April 9-11, 2015; Dale Arnsen judging
- Discussion on the conflicting schooling show (dressage) at William Woods the same weekend

L. New Board Members

- Jennifer Simmons; Judy Woods, Missy Smith and and Kerri Felton – elected to 3 year term
- Hattie Francis – 2 year term (filling Lynn Frazee’s seat)
- Nancy Ehlen and Marissa Rose – 1 year term (filling vacant seats)

G. Marketing Committee – Stacy Wright

- Website can produce ad income – everyone needs ot solicit advertisers
- Michelle Werts has volunteered to assist
- Ben suggested a new banner idea and gave a short presentation: “Respect – your horse, yourself, fellow competitors and other disciplines”. The Board overwhelming supported the adoption of the concept and asked Ben to present at the banquet.

H. Rulebook Committee – Sue Webster

- Is now on the website and print copies are available for \$10

I. Historical Society/Permanent Trophies – Sue Webster

- Janet Thompson discussed the possibility of a Barn Tour to benefit the BCHS – which could benefit the horse industry and well as the charity. She will pursue discussions with BCHS.

IV. New business

A. Website marketplace – additional questions were raised on the marketplace:

- Has a strategic plan for ad costs been created?
- It was pointed out that it is difficult to locate ad cost on the website

VII. Public Comment

- A. It was suggested that MHSA consider sponsoring some type of youth event, such as a forum, that would be educational and of interest to youth

VIII. Ratification of Board Actions for 2014

Sue Webster moved to ratify all Board actions taken in 2014. Lynn Frazee second. Passed by voice vote.

IX. Adjournment

It was moved and seconded that the meeting be adjourned. Passed by voice vote and the meeting was adjourned to finish banquet setup.

Upcoming MHSA meetings Board of Directors meetings – by conference call?
o March 9, May 4, August 24 and October 26

o Annual meeting – tentatively scheduled for January 23, 2016