

Draft minutes October 20, 2014 meeting
MHSA Board of Directors

Stacy Wright and Janet Thompson called the meeting to order at 6:05 p.m. at the Pizza Hut on Clark Lane in Columbia MO.

Members present: Janet Thompson, Stacy Wright, Gina Vehige, Margie Torkelson (by phone), Sarah Booker, Sue Webster, Ken Wheelen, Danielle Beaver, Debbie Erickson, Nancy Roth, Lynn Frazee, Ben Hibbs, Tracy Feller, Hattie Francis.

The minutes from the August meeting had not been distributed by email or mail. The Board asked that the Exec. Secretary distribute the minutes by email for corrections or additions and that, following that process, they be approved also by email. Thereafter, the minutes should be posted to the website.

Treasurer's report: We have \$10,680.22 in the checking account. In the encumbered Scholarship trust account we have \$11,170.05. In a CD that comes due January 15, 2015, we have \$7,853.93. After discussion about the critical state of our finances, Lynn Frazee moved and Ken Wheelen seconded that, provided there is not an extravagant penalty, Margie cash out the CD and move that money into our checking account. Margie noted that the CD had earned less than \$10.00 over the last six months. The motion was supported unanimously.

Margie noted for the Board that the paypal option has resulted in MHSA being charged by paypal a percentage of the amount charged, in addition to the \$2.00 fee. Tracy and Margie will investigate how we can avoid losing money on every transaction through paypal, including investigation into whether the percentage can be incorporated into paypal's fee.

Show and Membership report: Reports were distributed by email. The Board had no questions. Reports available upon request.

SH/P Point Secretary report: All of the shows have been recorded except for the Boone County Horse Show, which ended October 18, 2014.

Dressage and Eventing: Point Secretaries' Reports: No reports provided.

H/J Point Secretary report: Stacy has included results from 70 shows so far in 2014 and is up to date through October 4, 2014. She was happy to report that all of the show secretaries and managers have provided results in a timely fashion this year.

Medallion Secretary report: Prior to the Saddle Seat Medallion Finals, Lynn, Tracy, Sarah Thomas and Sue put together information about all of the qualified riders in the Finals and this information was placed on the MHSA website, and links were made available through all of the publications and the ASHA website. This created substantial interest in the Finals and the riders were extremely pleased with the publicity. The Saddle Seat winner was Alice Rowland and Brooke Boyer was the reserve winner. The Finals had nine exceptional riders competing for the top awards and judges were impressed by their performances. Discussion was had about MHSA's ability to re-connect with Wells Fargo Advisors as a full sponsor of the Finals. George Walton Jr. is

the contact person at Wells Fargo Advisors and MHSA will need to finalize plans with him in January 2015 to solidify their participation in 2015. Lynn has spear-headed the efforts to resuscitate the Stock Seat Medallion Finals in 2014. The Finals will be held at the Fall Harvest Show, at the CMEC in Columbia on November 15. Lynn and Laura Ward will join the show's judge to create a three judge panel for the event. An additional qualifier will be held earlier in the day to maximize participation. Awards to be distributed include a full outfit donated by McLaughlin Western Wear, a \$1000 scholarship from WWU, a \$500 scholarship from MHSA, and coolers for champion and reserve, as well as goodie bags for all participants.

Financial Steering Report: Hattie and Janet noted that they have been unable to prepare a complete draft budget because the vast majority of those with fiscal issues have not provided numbers. Those numbers must be provided for MHSA to move forward in a financially sound fashion.

Sue made three suggestions to save money:

1. Trim down the awards booklet
2. Change the Dressage overall high point award system to include giving a. High Point horse, b. High Percentage horse; c. High Point Adult rider; and d. High Point young rider. Danielle moved, and Lynn seconded that these changes be made. The motion passed unanimously.
3. Print only 100 rulebooks per revision year. The rulebook will otherwise be available as a pdf on the website. The 100 copies will be available for sale at \$10 each. (Motion by Gina, Lynn seconded. Motion passed unanimously).

Further rulebook discussion ensued. Hunter/Jumper changes will be input by the weekend. The rulebook will be edited throughout to clarify that, while MHSA awards ribbons only through sixth place, if a show or competition awards ribbons through a different place, the point secretary will include points to reflect those placings as long as the show is an MHSA recognized competition. At that point, and again later in the meeting, the council representatives and point secretaries noted that they had combined divisions where at all possible, leaving themselves the ability to expand and contract when entries warrant.

Financial Steering issues:

Discussion was had about how to make the awards booklet both esthetically pleasing and not be financially burdensome to the MHSA. Nancy suggested that advertising in the booklet be sold, with the following pricing levels: full page: \$100; half page: \$60; quarter page: \$35. That pricing schedule was unanimously approved. Gina, Nancy, Sue, Stacy, and Janet will assist in selling ads for the booklet. Sue noted that last year the booklet cost approximately \$1000 to produce. It was recognized that the sales committee should target at least that amount to reduce the financial impact of the banquet on the MHSA. Stacy will develop and distribute sales sheets to the committee.

Website Report: Stacy reported that the Marketplace is ready to launch. She laid out the proposed pricing scheduled for members and those who merely wish to advertise products or services to those visiting the website. Members will have reduced fees for each of the opportunities. Tracy noted that Jesse has created tutorials so that MHSA Board members, or those appointed to this task, will have the ability to upload ads easily without paying a website professional.

Tracy noted that we must have a marketing/sales team to get the full benefits from the website. The team will be armed with sales information to take to barns—to encourage membership of all horse owners/exhibitors/trainers/instructors and to those who wish to advertise services and products to those who visit the website. The currently configured team includes Stacy, Betsy, Debbie and Sarah B. Stacy and Tracy will create the forms for the sales team.

**Following the meeting, Hattie noted that it is imperative that we have a mechanism to drive our membership (and any others for whom we have an email address) to the website. One mechanism suggested was an email blast—on a routine basis—that has the link to the website and exposes the readers to news items.

Nominating Committee: Lynn noted that she, Stacy and Jane have gotten a good list of candidates together for the membership to consider. Two additional positions need to be filled with the resignation on October 20 of Mike Roberts (his replacement will fill a one year term) and Jean Mutrux (her replacement will fill a three year term).

Discussion was had as to how ballots and banquet information would be sent to the membership. It was recognized that mailings are very expensive and other mechanisms might do the job as well. The Board decided to send a postcard to the membership, telling them what was happening, and that they would need to go to the website, from which they would be able to vote for the various people/shows/etc, and order banquet tickets etc.

Banquet Update: Ken asked Lynn if Kim Frazee would be available to be the auctioneer for a live auction of baskets again in 2015. She will try to get his services. All Board members are expected to donate a basket (they may do so individually or as groups), or solicit a basket for the auction. The general meeting and the Board meeting will be held on Friday night, January 23 at the Peachtree Conference Center. The awards banquet, along with forums, will be held on Saturday, January 24. Tickets for children will be \$20, adults, \$30. The Board asked if we could get Redd Crabtree as a speaker for the banquet. A phone call on October 21 resulted in Redd's agreeing to come to Columbia for the banquet. Publicity both locally and in the horse industry will be utilized to promote Redd's visit.

Awards: Stacy discussed various options for awards, with an eye to fiscal responsibility. The Board authorized Stacy to pursue platters as awards for the various divisions, with old-fashioned "bowling" trophies for the academy divisions.

School Horse of the Year: Stacy and Beth are working together to develop a protocol for voting.

Horse Person of the Year and Shikles Award: Gina, Lynn and Janet informed the Board about the nominees. The Board unanimously voted for the winners of both awards.

Decorations: Table decorations at the banquet will be “retro” pictures. Stacy has asked that Board members scan pictures and send them to her so that she can print them out to be made part of the table decorations. Vintage photos are encouraged.

Sportswear: Janet has negotiated a deal for windshirts with a vendor in Wooldridge, MO and will be obtaining jackets for an additional item for sale. It is hoped that any profits from these sales be utilized to subsidize the operation of the website but that the initial investment be plowed back into product.

Kick-Off Show: The 2015 show will be held in April at the National Equestrian Center, under the direction of the Bridlespur Hunt Club.

Historical Society: Board members were encouraged to visit the Boone County Historical Society to see the front and center placement of the MHSA display cabinet. Chris Campbell, the current Executive Director of the Society, is interested in partnering with MHSA to organize a barn tour to benefit the Society. Members recognized the benefits to MHSA, the barns involved, and the Society.

Finally, Sue Webster announced her intent to step down from the SH/P Point Secretary position as of January 1, 2015. Debbie Erickson graciously agreed to take on that role.

Ken Wheelen also announced that this January’s banquet will be his last as Banquet Czar. His hard work on behalf of MHSA for 14 years is greatly appreciated. Ted Webber, former Board member and local horse enthusiast, will be taking on that position following the 2015 banquet. We look forward to Ted’s participation and enthusiasm for this project.

Meeting adjourned at 9:05 p.m.