

Equestrians Institute Board Meeting

January 13, 2018

Attendees: Merridy, Diane, Gunn, Trish (phone), Kathryn, Sarah, Jo, Laurie, Meika, Penny, Rebecca Chatfield

Absent: Chris

Location: Axness Residence, Fall City WA

Call to order: 3:07PM

Last Meeting Minutes

Motion to approve October board meeting minutes. Motion passed.

Fund Raising

Meika brought up the fundraising idea called Amazon Smile. In short, use Amazon to buy whatever and use Amazon Smile to select the organization of your choice to donate 5%. Amazon Smile is limited to 501C3s organizations and there is no cost to EI to participate. EI can also set up a wish list. People can donate by purchasing an item or two.

Discussion covered the following topics:

- Need a (gimmicky) way to get people to sign up or follow through. One idea was to send out an eFlash to the members.
- For wish list items, there is a need for each division having a separate list and “ship to” address.

Meika will set it this up and report back to the board re: wish list options (single or separate divisions).

Web Site

Rebecca Chatfield joined the meeting to report on options for the new website. Site was last redesigned in 2012. The current solution consists of domain hosting, email routing, and web site hosting.

The next web hosting solution is being evaluated against those requirements (domain hosting, email routing, site hosting) as well as these new requirements:

- Responsive site design (resizing for mobile devices)
- New clean style site templates
- Current security protocols (hacking threats for site and database security)

Rebecca looked at 3 vendors: Wix, Weebly, and Squarespace. Prices were comparable at \$25-30 / month. Rebecca is selecting Weebly for its e-commerce functionality as well as its web apps. Weebly offers shopping cart functionality so EI can sell services and clinic registrations without sales tax or shipping. Weebly also provides native apps (versus 3rd party apps that tend to break with software upgrades) that can add needed functionality to the site.

Rebecca showed a draft site and reviewed the pros and cons of the screen layouts and style guidelines for the site template.

Discussion took place on the following:

- Layout options based on EI division content • Ability to buy multiple “items” in one transaction.
- Paid membership app via Stripe and there are options to use PayPal to process payments
- Ability to put a “Donate” button on the site.
- Add social media links (Facebook, etc.)
- Ability to keep the domain name. (Rebecca mentioned that she will need to untangle our domain name from the current company while keeping the existing email forwarding operational.
- Logo styling on the new site. Standardize down to the horse graphic and eliminating the words for each discipline.
- Changes needed on the header: add Sporthorse Breeding.
- Original artwork or need to recreate?
- Color theme – The existing is historical but will create some design issues. Decision is to go to a one color logo. Use a brighter navy such as navy dress blue. Do not use dark navy or royal blue.
- Review of what it looks like in the mobile view.
- Font and font size will be standardized. Submitted content will conform to the style guidelines so that it will render consistently across all devices.
- Image galleries can be added to the site as well as embed a YouTube channel

Timeline and Next Steps:

Existing site will stay as is but with outdated pages hidden while the calendar and other critical content will be updated. The new site will launch in February or March.

1. Get accurate 2018 dates and event information to Diane. She’ll consolidate into one list for Rebecca (and for Flying Changes.) Plan to add in show documents later.
2. Submit images to Rebecca. Remember that people need to grant permission if 1) they took the image or 2) they are in the image. Reminder that images should have very simple backgrounds. Images need to also be high resolution.
3. Logo – need a high-resolution version.

Reminder that email forwarding might be impacted by the domain cleanup work.

Continue to thank sponsors on the Facebook page. A sponsor section will be added at the bottom of each division page or all EI Pages on the new site.

Division reports

Eventing –

Show committee is waiting for the USEA annual meeting to learn of the financial support to be provided for the hosts of the championships. The extra funding will be used to bump up the course to championship levels.

A budget (based on 5 years of historical data) was reviewed. Show committee erred on conservative side for the September show numbers because an increase in expenses is expected. Due to hosting championships, a few more intermediate jumps will be needed to make it “champs worthy.” Adjustments will be made as more information is available in February.

The 2017 Yves Sauvignon clinic had a budget of \$900 and it broke even. The division plans to hold the clinic again and expects to break even.

Bank account is at \$54,000.

Motion to approve budget. Motion passed.

Driving –

Budget (based on 7 years of historical data) was reviewed. The division feels “dialed in” on projected expenses. Summary of all expenses was provided. This year’s budget includes a new clinic, so those expenses and income were discussed.

For general expenses, additional items are a popup tent and scholarships.

Plan is for a net income of \$500 for the year (basically break even.)

Details on the clinic are as follows:

- Have 2 world class drivers come in.
- Expect lots of auditors.
- Expect to make a few \$.
- Since the clinic is schedule near the Kitchen Sink show, expenses for airfare and port-potties are listed under the Kitchen Sink show.

Comments or changes to specific shows were noted as follows:

- Will hold a derby instead of the Pleasure Classes
- CDE is slated to lose \$175 or basically break even. Sponsors might change this to a gain.
- Last event of the year will be a 2-day driving trial instead of 2 1-Day driving trails. This will allow more people to participate as well as set a less stressful pace for organizers and volunteers.

The division shared that they budget \$5 per driver to pay Moving Images. In turn, all drivers are recorded and available for judge review as needed.

Motion to approve budget. Motion passed.

Dressage

Show budget will be ready at the next meeting.

Dressage committee is busy planning and is looking to emphasize different revenue sources. The hope is that it will pay off in larger show attendance.

The 2017 Dressage clinic series was well received and were planning on a similar series in 2018. Unfortunately, neither Anne Gribbons nor Lilo Fore will be available so other clinic options are being consider.

Sporthorse –

Show budget will be ready at the next meeting.

Judge contract work has already started.

Shows will be on the same weekends.

General fund –

Budget was reviewed.

Reported that a new insurance company needs to be found for show insurance. Our current insurance company will be voided in Washington state. Insurance rates will be going up and are estimated to be around \$70/day. Requests for quotes went out to several companies but to date, we have only heard from one.

Note that liability insurance for the board is separate.

Insurance for equipment and trailers was discussed. Since a trailer is insured with the tow vehicle, the discussion moved on to insuring the contents of the trailer. Recommendation is to list each item and its value and to then insure the sum as equipment. Driving and Eventing to provide these lists to Gunn, who will secure coverage. Driving and Eventing will add a budget line to reimburse the General Fund for this expense. Additional discussion focused on the "what if" scenario of someone other than "you" towing the trailer. This needs to be investigated.

W9s are due out by the end of the month. Discussion focused on how to easily (and in a timely manner) get this information from clinicians, show staff and judges. Recommendation is to include a payment sheet for expenses to be reimbursed as well as W9. Must submit both forms at the end of the event to get paid. Because lack of W9 forms creates the risk of EI losing its taxfree status, Gunn further recommends that those who do not provide this information should not be hired again.

Action plans for 2018

Volunteer extraordinaire – Will continue in 2018. Diane will update the flyer and get that out to everyone.

Poker Ride Drive at end of year – Will wait until next meeting to decide. One idea was to consider the WA State Horse Park as a location.

EI Logo – Diane will be placing an order for logo items. Contact her if your division wants to add to that order. The divisions were cautioned about selling merchandise. Selling donations is ok.

Other Business

Flying Changes – need content in the next few days.

Code of Conduct – will need new board members to sign one.

Biosecurity –

- Gold Creek is still not out of the woods. The barn lost 7 horses.
- Per a report from a meeting sponsored by Washington State, this strain is not well known. This outbreak is neurologic and is very easily transmitted.
- Some horses can be carriers and not show symptoms.
- The gist is that the horse community needs to take this more seriously and follow best protocols.
 - Don't share buckets. ○ Don't put the hose in your buckets. ○ New horses should be quarantined for 20 days.
 - Set up a bucket of bleach water to dip the hose into before you use it to water your horse.

- Near every faucet, use alcohol germ killer get before you do a task.
- If there is an outbreak during show season, show organizers will decide if the show goes on or not.
- Driving advised the Ethel facility to require boarders to meet USEF vaccination requirements.
- First Aid Clinic – time to consider pursuing this again, with a person versus a for-profit group

Eventing Uber Volunteers – Eventing brought up the question of their volunteers who contribute a great deal of time for the division but do not volunteer for other divisions, so do not qualify for the Volunteer Extraordinaire. Various suggestions were offered for recognition. Ultimately it is the Eventing Division's prerogative when and how to recognize these fantastic volunteers.

Adjourned: 5:49