

Equestrians Institute Board Meeting

31 March 2018

Attendees: Merridy, Diane, Gunn, Trish, Kathryn, Meika, Penny, Jo, Laurie

Absent: Chris, Sarah

Location: Conference Call

Call to order: 3:05PM

Board Minutes for 24 February 2018

Minutes reviewed. Motion made to approve the minutes with slight grammar corrections. Motion passed.

Website Feedback

The new website was discussed. Overall it looks great. Discussion focused on these items:

- The domain name issues were resolved.
- Bring focus to the Volunteer Extraordinaire and volunteer links for each division. Rebecca can determine how to best present the link on each page and on the event specific page.
- Membership is being worked on. The goal is to reduce the process from two steps to one step.
- Need to update the dressage page so that it is consistent in formatting to the driving page.
- Dressage is missing information on the Chablis / Beaujolais page
- Sporthorse will update show information with judges, etc. when that information is available.

Additionally, the board discussed how sponsors are listed. Options discussed were to list all sponsors together on the main page or to list on each of division page. The question of how to present all sponsors on one page, led to the discussion of building a consistent sponsorship structure across all the divisions. Details of the sponsorship structure focused on the following:

- If premier or sponsor across all division then list sponsor on the main page.
- Standardized sponsorship categories:
 - Platinum - \$2,000+
 - Gold –\$1,000-\$1,999
 - Silver – \$500-\$999
 - Bronze – \$100-\$499
 - Friends – any donation below the Bronze level.
- Gift in kind is the same value as a cash donation.

Motion made to go with the sponsorship levels across all divisions. Motion passed.

Division Reports

Sporthorse Breeding

Budget was reviewed. It is based on 50 entries. While the shows were more successful than expected last year, the budget is still conservative. The show committee is looking for a \$2,500 sponsor as well as focusing on a silent auction. Expected income totals \$13,080 with expenses total \$11,630. Estimated profit is \$2,790.

Motion was made to approve the budget. Motion passed.

Eventing

Reported on the following:

- Fall 2018 event dates (9/14-16) need to be updated on the calendar. The EI event is now back to back with Aspen Farms so that a conflict is avoided with the American Eventing Championships (to be held in Colorado.)
- The entry form for the Yves Sauvignon clinic needs to be added on the web site.

Dressage –

Reported on the following:

- Clinic details have been finalized. The clinics will focus on the professional rider/trainer versus the amateur. Currently 3 people from the last clinic have signed up again. The clinic will be full when 5 more trainers register.
- Gunn will see if they can secure a grant to offset some of the costs and reduce the entry fee of the clinics. The clinics are currently priced at \$350 to break even.
- Based on membership feedback, the audit fee was lowered for students of the professionals riding.

Driving –

Reported the following:

- The 4-day clinic is planned and almost full. There is a competing clinic series with a different trainer, but the planning committee expects the EI clinic to be well received.
- Logging on the Ethel Event Center property has impacted the marathon course. Diana will meet with the venue owners and the course designer to minimize any additional impact.
- The driving community lost a valued committee member as Ron Whiteman passed away.
- Uber volunteers and work party participants at the year's end will receive an EI microfleece blanket. Cost of 72 blankets was \$500 (\$7/each from Discount Mugs.)

Update on 2018 fund raising ideas

Meika started the process and needs to complete it. She will publicize when it is set up.

Action Plans for 2018 Board

Volunteer Extraordinaire

Form will be updated. Goal will be to make it more visible on the website.

Poker Ride / Drive Fun Day

Penny reported out on the available dates for the Washington State Horse Park. The board considered a haul-in the first week in October but thought weather might be cold, windy, and wet. Another consideration was to see if we could run alongside the Hops and Brats Fun Ride. Decision was to not do a poker ride in 2018 and to look at one in 2019.

New Business

Future Board Meetings – April board meeting is not needed. Fall meetings will be held on 9/29, 10/27, and 11/17 (along with the Annual Meeting.)

Adjourned: 4:04 PM