

February 2022 Agenda

Call to Order- Called to order at 6:40

Present: Dodie, Meghan, Sara Wist, Brandi Plummer, Abby Hayden, Angie Cumberland, Becky Schoeppner, Natalie Doebel, Barb Patrick, Deborah Johnson, Carol Krska, Amy?

1. **Approval of January 2022 Minutes** Dodie moved to approve and Natalie seconded.

2. Reports

a. Horse Show

i. **Brandi Sponsorship Question**-Schooling show bill completed. Natalie checked it over and so did Julie. Julie wants to add lead line dressage class. Sponsorship will be done by Sara Wist. Needs to get recognized show bill done in the next week. How do we handle sponsors? Use last year's list if we can not get it done in a week. Brandi will work on it this week and will use last year's sponsors and then Sara will update as she can. Needs membership form and Barb will send it to Brandi. Abbey asked if Brandi can add a t-shirt size to the show bill. How will the t-shirts be handled with online entries? Get the t-shirt for entering. If there is a date deadline then it encourages people to sign up early. Mail entries versus online? How can it be added online? Brandi will talk to Anne. Shirts will have sponsors on it and they will go to volunteers and riders. Same shirt. Sent Becky the budget for the show. Just estimates at this point. Carol Krska wanted to know if the x-country clinic could happen at the same time? Let them have the "new" barn. We can mark off our

boundaries for the show grounds. They were just stay on the x-country course. This way we can do cost sharing with them. 15 or 20 horses would be there. They have their own insurance. Should we vote. Carol proposed we arrange it with them and cost share. Charge them back for our stall rate. Sunday of the May show. They will pay the fee for x-country course. We may have to modify our contract? Longview doesn't do two contracts for one date. Angie suggested we talk to our insurance club. Pony club insurance so they can indemnify everyone. County frowns upon this. We won't vote until we have more info on the insurance.

Dodie wanted to know what insurance we have as board members? Deb wanted to know about lungeing for schooling show. Where will they be able to lunge? Do they need a special space? Lunge in the on-deck area during schooling on Friday. Carol looked at the show bill and it specified that times will be posted on the show day. Need a schooling area for the day before. Schooling from 2-7 on Friday. On Friday lungeing is free time but designate an area. Do we ever do freestyle practice at the schooling show. Yes, we will do that. Brandi will add a box for checking music.

b. Budget/Finance

i. Angie- Financial Housekeeping We have had the same CPA for a long time. In 2020 we had no revenue and so Angie filed a 990 Postcard return. CPA charges around \$700-800. We are now back above 50K. We have always done the full return. 990 Easy gross receipts of? Need a new

CPA because Angie doesn't want to do this filing? Angie is doing the 1099's. Not comfortable doing tax return, need CPA. Should we switch? If so we need to have a review of the books because we have not had one done in a long time. Need to have an outside source look at them from time-to-time. Receipts from the horse shows could be a potential area for fraud. No reconciliation of the money coming in from the show secretary. Is comfortable with current accountant but need to know what the cost of smaller form is. Will do some inquiring. Amy will talk to Susan about possibly doing this. Becky talked about budget. Year-end banquet number is still reflecting the past. Need to update that. Amy has a couple of quotes. Hereford house 90 people \$1800 minimum. 20% gratuity. Pay for food and don't need to rent room. Grand Street café \$2000 minimum plus extra \$500 for room. Brandi talked about dates for awards-submissions must be one by 10/25. We have not set a date yet. Possibly 1st week in December. If venues are too expensive then push it out to February. Possibly do November. Holly doesn't want to be in charge of banquet so we need to know who is going to be in charge. **November 19th** tentative date. Could look at doing it at Saddle and Sirloin but there wasn't positive feedback about the split rooms. How much do we need to allow for in the budget for the banquet? Once we know where we are going then we can set budget. We currently have \$2500 and not sure if we need more. Barely made it last time at Saddle and Sirloin. Can switch

up prizes if we need them. Bridle bag is popular. What are we budgeting for? Need to come back to budget next month. Becky wanted t-shirt info from Abby.

c. Sponsorship Sara Wist reached out to 14 sponsors/potential sponsors. Heard back from 5. Gotten confirmation for 5 renewals. Potential sponsors have not replied and she will follow up. Family Center, Property shop, Wilhite, Deborah Johnson, Pine Hill Farm. Reached out to Landers, Stephen Losey, Rolling Acres, Hulsebos, Horse of Course, CM Tack. Did not reach out to Mackenzie. Brandi will ask. Some potential sponsors were interested in having individual membership included for corporate level Silver and above could receive this. Barb suggested anyone who is willing to be a sponsor. Lots of discussion around the value we offer through our social media engagement. We need to keep long-time sponsors happy to accommodate. The bar has been set that we negotiate. Five levels of sponsorships. We have removed two print opportunities. Make sure that sponsors know that the digital media gives them more visibility. Dodie moved that we add one free individual membership to every levels of the sponsorship. The measure passed. Natalie needs an updated form. Needs information and will get from Sara W. Who does class sponsorship go through? Is available on the website.

d. Activities

i. Bit of Wisdom (Dodie/Meghan) Natalie will do an email blast. Becky will repost the Instagram.

- ii. **Spirit Wear (Abby)** Abby needs to follow up with person. She has not heard back from her.
- iii. **KCDS- Long Rein?** New social activity, three over the course of the year. Beth Nay will be in charge of Northland and South and Becky said she would do the lee's summit one. April for northland. Contact Beth.

e. Education

- i. **Adult Camp** Carol K do we want to do an adult camp and when? CDCTA is doing one. Do we want to partner with them again? William Woods facility? Last one we lost several thousand dollars. Not a good experience and so it petered out. Stacey Bates is doing one. Let's think about revisiting the idea. Stephen's College is a possibility.
- ii. **Clarity of the aids Workshop** Amy had an idea for a clinic comes from her quest of understanding what the half-halt is? Fitness professional and a trainer and talk about how the body is being used doing different aides in general. Rider fitness, rider body awareness idea. Biomechanics really. How does your body movement impact the horse? Help us understand better. On-ground clinic. Carol will pursue it. Performance anxiety is another educational opportunity. Will do a generalized anxiety talk. Evaluating the dressage horse Arlene Rigdon a possible clinician. Dodie suggested doing a survey of needs. Natalie could put together a survey monkey. Brandi says in the past there has not been a ton of feedback. Email blasts currently go to the last four years of

members. 182 emails as of right now. Deb asked if Carol wanted an education comm. Carol asked if it could be of value to do them as a webinar? We can zoom or figure out a way to do it live. Possibly one on feeding. Can be a webinar. Events that are dressage specific but also ones that are more inclusive. Webinar might get more attendance.

f. Volunteer Abby left

g. Communication Natalie Square Space requires additional fee to send monthly email campaigns. \$10/month. 5 standard campaigns a month. Let's us send 5000 emails per month. Natalie motioned we add on the \$10 plan it was seconded and it passed. Adding Vimeo to add board meetings and book club and potentially clinics. Archive for our members. Single repository for the videos. Brandi asked about using YouTube. Zoom and Vimeo work together. Vimeo costs \$7/month if billed annually. Try their free membership first to see if it gets us what we need then we would do paid subscription. Dodie moved we publish board meetings. Brandi wanted further discussion. Natalie motioned that we try the free version of Vimeo and if it doesn't meet our needs we will purchase. It passed. Natalie will check on how it integrates with Zoom.

h. Membership Barb have 42 members will be adding 9 more tomorrow. Normally have two honorary memberships for Linda Landers and Arlene Rigdon. Barb recommends we accept them as honorary members-Passed. Email blasts say renew membership at the bottom. Received two members from that button. Dodie says membership should have its own email with a huge button and info

highlighting why to join. Natalie will do that. Natalie added to the website a button to subscribe to our email newsletter. Need emails for some places that should get our email like tri-color tack etc. Natalie wants to improve our reach. Don't have to be members.

i. Banquet Done

j. By Laws Danette is not on had emailed her analysis of the current bylaws we will look over and discuss later.

Beth won't host but will find spot for up north. Stacy has space in the clinic still Adult camp. Do we want to help Columbia adult camp advertise? Deb says it's a good idea. Becky is the Facebook person. The adult camp is same weekend as our show so we don't want to put it on our site.

Meeting adjourned at 8:42