

## 5/8/24 Board Meeting

### **OPENING BUSINESS:**

- Call to order:
  - Meeting called to order at 7:05.
  - Anne Lesko, Phillip Williamson, Annie Shawver, Britni Cash, Jamison Strasser, Holly Morris Flory, Robin Wood, Sarah Vagnoni, and Sarah Vagnoni in attendance
- Approval of April Meeting Minutes
  - Jamison Strasser makes a motion to approve, Anne Lesko second. None opposed
- No treasurer's report at this time, to be provided by Annie Shawver by email to board members prior to the next board meeting and discussed as needed at the next meeting.

### **OLD BUSINESS:**

#### Executive Secretary Job Opening

- Currently 6 qualified candidates, some of which have conflicts of interest with board members. Applicants do not have conflict of interest with the Executive group
- Due to conflict of interest, the Executive decision group has decided that the applicants will be confidential from the rest of the board until they are ready to proceed

#### Press Releases:

- SWVHJA Summer Benefit Show
  - Prizelist and a press release has been sent to Anne Johnson as of this afternoon
  - Prizelist has been shared on the Calendar and Facebook, Anne will put the press release on email/website/facebook following this meeting
- Junior Socials- Facebook and instagram have been established
- SWVHJA Summer Social Event - FB event
  - Save the date will be created by Phillip Williamson this week to be circulated to the membership
  - Board will make an effort to get firm RSVP information
    - Danielle Marlowe volunteered to be the point person for RSVP
    - Will post on the Facebook event to encourage RSVPs if possible

### **NEW BUSINESS:**

#### Committee Reports:

##### **Education** (*Ashley Holsinger, Gordon Reistrup, Sarah Vagnoni, Katie Gardner*)

- Committee needs to finalize the clinic calendar, but needs board approval

- Committee is still waiting to move forward with the Annual Clinic, but all pending Virginia Horse Center responses. Due to new CEO and employee turnover, we haven't heard from those in charge who can work with us

**Junior** (*Britni Cash, Holly Morris Flory, Caroline Light, Megan Heffernan, Tara Deckel*)

- Committee has provided Anne J with the prize list for Benefit show, press release, and form for the Junior Board Application
- Process for selecting Juniors:
  - Goal of around 10 juniors to “serve”
    - Plan to have officers and executives similar to the SWVHJA board
  - Tentative plan of junior committee members reviewing applications, and further interviews if many applicants
  - Process will be solidified before the junior horse show
  - Junior committee members with conflict of interest regarding an applicant would recuse from voting on this applicant
  - Plan to be inclusive and wait and see what kind of engagement we will get
  - There will be a deadline for applications on the newsblast

**Fundraising** (*Ashley Holsinger, Annie Shawver, Aly Black, Chrissy Elliott, Catherine Daniel*)

- Member Contact Directory
  - Donor and Member directory is up and shared with the board and fundraising committee
  - Focus on the point of contact part- committee wants solidified point of contact names for each donor so that we can better reach out to people to donate again and keep continuity
- Committee is pushing hard for promotional things (ie: Social media, email blasts, etc.)
- SWAG sales has been kind of lackluster
  - Board comments that prices are a little high and size range is not huge
    - Committee will go back to the website and put up different brands and more sizes to try to lower the price point

**Review** (*Gordon Reistrup, Anne Lesko, Annie Shawver, Jamison Strasser*)

- Committee will meet prior to June board meeting and will have drafts prepared for the board to look at and approve by then
  - Rules/Bylaw Change Process
    - Proposed rule changes circulated to the membership by 8/1, one month's worth of discussion, and then rule changes will be finalized in november effective Dec 1.
  - All in the Discussion period for rule changes by 8/1 for 2025 Year:

- TB/Green
  - Governance/procedures
  - Derby Points
  - Request for a 2'-2'3" division
  - Review Committee Information Sheet
- "Auto Response" Creation
- Member in bad standing:
  - It has been 21 days since the last warning to said member for overdue payment. As per SWVHJA rule book, the Review Committee needs to inform them that they are not in good standing with the organization and debt can be resolved immediately by paying the debt.
  - The board notes that multiple forms of communication ranging from certified letters, phone calls, email, and text conversations have been used to make sure the individual knows they have the debt to the organization. Board members are confident the individual does know of the debt and position with the organization and the board has taken all steps required to notify.
  - The individual will not be denied the ability to horse show, but will not be recognized as a SWVHJA member. This means that all horse memberships associated the individual (and their farm name) will not be SWVHJA recognized or earn points until the debt is resolved.

**Annual Committee** (*Phillip Williamson, Ashley Holsinger*)

- Need to schedule a meeting just for annual show, originally guessed May 21
- Nothing to report at this time, will dedicate the entire next meeting to the annual show

Local Day at Rosemount Discussion

- VHC A show managers have offered to work with the org. To make a local day for SWVHJA members, but all dates they have available don't align very well with the current SWVHJA calendar. Annie Garnett of Rosemount Farm has offered to have one at her A show summer series but the location may not be suitable for our members. Putting it out for board discussion
- Discussion:
  - Annie Shawver thinks that the different venue, while further than the horse center might be for some, it might be a new opportunity for some members to go somewhere other than all the different places
  - Annie Shawver also recommends the idea of asking the horse shows to let us use the small "Wheeler" ring at the VHC for a local day for more than just what the "A" rated shows let us use
  - Anne Lesko thinks the location would be a great opportunity and recommends surveying the membership to feel out how it would be attended

- Board agrees that polling is a good idea
- Ashley notes that we can push this to next year to give us more time to plan
  - Board agrees
  - Ashley H recommends that we market our organization early on in the 2025 show year (during all the winter “A” shows at VHC) so we have more awareness and can promote it and make it more successful
- Ashley H says that Annie Garnett is very interested in local day and excited about it, and we as the board appreciate her enthusiasm and hope that the opportunity could help us expand our membership and raise awareness about who we are.
- Board agrees that above all we need to hear from the membership before making decisions as we want it to be well attended for SWVHJA members.
- Holly Morris Flory asks if we should consider talking with Matt Brayman about having one at HITS Culpeper, especially given that one of Jason’s shows will be there this year.
- Annie Shawver notes that given the issues that we’ve had issues with the horse center with scheduling and dates and managers, it would be nice to have some other options for members to horse show and for the horse center to know we have other options
- As a start, Ashley Holsinger is going to reach out to Matt Brayman and ask if his HITS horse shows would be SWVHJA sanctioned. This is a start that might set us up with other “A” managers and widen the net there

## **CLOSING**

- Next meeting set for Tuesday May 21 at 7pm
- Holly Morris Flory makes a motion to adjourn at 8:21PM, seconded by Jamison Strasser