7/29/24 Board Meeting

Via Zoom at 7pm

**OPENING BUSINESS:**

* Call to order:
  + Meeting called to order at 7:07pm by Vice President Anne Lesko.
  + The following board members are in attendance via Zoom: Robin Wood, Ashley Holsinger, Britni Cash, Annie Shawver, Sarah Vagnoni, and Jamison Strasser.
  + Secretary Maggie Evans present.
* Minutes
  + Robin Wood makes the motion to approve the minutes, Ashley Holsinger seconds.
  + Minutes approved.
* Treasurer’s Report
  + June Financial Report and Highlights (attachment)
    - Association is in good financial shape at this time
    - Balance sheet, income statement, and highlights provided on attachment sent to board
    - $36,000 of income this year, and juniors have raised roughly $6,600 thus far.
  + Report on Tax exempt options (attachment)
    - One option is to create our own foundation in association with SWVHJA
      * Board will have to do some leg work to create bylaws, structures, etc.
      * Cost is going to be around $2,500-5,000 range
    - Another option would be to seek to become a fund in a community foundation
      * Entity that already gives to the community (established 501c3) and SWVHJA funds go through
      * Donors interested in large tax deductible donations could do it through the community foundation designated for SWVHJA fund, so the money still comes to us but it is a little bit out of our control, but the costs will be far less.
    - Ashley Holsinger asks how much money is really getting donated with large sums that the donor wants a tax deduction on.
      * She notes that historically, donations to the association have been directly for the annual show and for class or event sponsorship, and in return the association does advertising. This makes donation in part a service, and not a donation that would be tax deductible. And, probably half the donations come from inside the membership. So Ashley asks what of the donations are non-member donations that do not want advertising, just a write off.
      * Annie Shawver notes that SWVHJA does have to be a 501(c)7 because it’s a membership organization, and Annie recommends that she look into SWVHJA being part of a community foundation as this might be the right fit, and having the practice in place will be beneficial even if we aren’t receiving large donations like that often.
        + Ashley Holsinger notes too that she has done this for Chris Wynne’s Jenna Wynne grant. The money could not be passed through VHSA as a tax deductible, so the funds are donated through the Mayes Foundation and then the Mayes Foundation will write a check to the VHSA to award it back.
  + Policy regarding financial reserves
    - With respect to money we have raised, Annie Shawver discusses creation of a policy of how much money SWVHJA should keep in reserves, but also budgets for certain things (ie: scholarships, clinics, etc)
      * The goal is to create a balance between having no money and being able to use money appropriately
    - Anne Lesko notes that documentation/rubric/policy that we can share with the membership would be beneficial, as it will help the board keep the membership informed with how money and donations are spent.
  + $600 discrepancy in the accounts from the junior horse show which board intends to resolve
    - Britni notes that it was likely a book keeping issue on the Junior Committee’s end post horse show.

**OLD BUSINESS:**

Annual Meeting Status:

* Board discusses two separate meetings at the last meeting- one zoom in september to allow the membership to be notified of upcoming change and give feedback, and the annual meeting after the conclusion of the show year to announce the changes.
  + Finalized details approved by the board:
    - Drafted rule changes will be circulated to the membership September 15th.
    - There will be an open comment period for members to email comments to Maggie Evans to be shared with the board.
    - Open Zoom meeting to be held Sunday September 29th at 5pm to allow membership to give feedback and comments via zoom.
    - Final drafts will be voted on and approved by the board October 8th.
    - Official rule changes will be shared with the membership at the November 3rd Annual meeting.
    - Rules to take effect December 1, 2024.
  + Wanting to circulate this information to all membership via email and facebook, and board intends to personally inform some trainers and involved members and spread the word about this time line so no members are missed.

Secretary Transfer

* Outstanding transitional items as of 7/15/24:
  + Adding Maggie Evans to to SWVHJA bank accounts
    - Phillip is working on that, he has an appointment with a banker at Truist on Wednesday to add both Treasurer Annie Shawver and Secretary Maggie Evans to the bank accounts.
  + Anne Johnston and Maggie Evans will work together on the quickbooks to get the July statements and then she will be all set to continue.

Benefit Show

* Phillip notified the board prior to tonight’s meeting that the East Complex will be available January 25/26.
* The board agrees to move forward with the date. The board agrees to choose a manager after the annual show so the board can evaluate the board run experience, but would still have time to hire a manager if decided (by November 1st).
  + This also will allow for board turn over, so the new board will be able to participate and decide.

**NEW BUSINESS:**

Country Mile Trophy & Trophy suggestion

* Ashley Dettor agrees to retire the Country Mile Trophy and is willing to sponsor a different year end trophy, also suggests the organization doing something similar to VHSA and giving more than just coolers with the year end prizes- something they can keep and display
  + Has been a jumper division, she would prefer a hunter division and to let someone with more interest do the jumper division
  + Maggie Evans will look into the documents to see what divisions might be available and reach out to Ashley about it
    - Might have new divisions available depending on rule changes once decided.

Committee Reports:

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

* Pro round table is going to be Lexington but needs to be confirmed with the Horse Center, which Ashley Holsinger will do
* Still waiting to hear from the VHC about the annual clinic date.
* Ashley notes that we need to spread more information about the clinics- more email blasts and facebook posts to the membership to keep reminding them.
  + Anne Lesko and Ashley Holsinger suggest a Whatsapp community, where the board can continue to update anyone who signs up. This is a free messaging system that is easy for members (including parents and kids) to get onto, and the board can make subgroups for certain announcements.
  + The board likes this idea, and Maggie Evans will do some research prior to the next meeting about starting one and testing it with just the board.

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

* No announcements at this time.
* Working towards social media connections with the junior members.
* Committee agrees with the idea of the Whatsapp community, and believes it will help Junior members connect as many of their memberships are linked to a parent email and not all of them are on Facebook.

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

* Ashley Holsinger notes that the fundraising campaign is off to an incredible start, having raised at least $7,000 so far.
* Committee will create an excel with all levels of sponsorship and sponsorship pieces which will be available to all board members so it can be updated as sponsorship comes in.

*Fundraising/Marketing Position*

Committee would like the board to consider a marketing expert to help with the fundraising campaign and the annual horse show

* With the way fundraising is going, it would be a second job for Maggie and more than she would be able to do, and the committee is requesting an amount that the association could pay someone to do the work. Ashley estimates a $1,500 budget, but this is subject to change
* Ashley stresses again the need for communication on all the things we’re trying to do this year. If we can’t do marketing and communication, the efforts being made could be wasted.
* Anne Lesko notes that she and Ashley have previously discussed this, and she agrees with the premise. In light of the events of last year, she too stresses the importance of communication through marketing and campaigning. She notes that if is viable for us to have a “test run,” period for this year’s horse show, and it’s effective, then this can be used for gaining sponsorship next year
  + Ie: The association marketed this way last year, we can do this for you next year and make your sponsorship more valuable.
* Ashley notes this is also an opportunity for growth- if we’ve done a lot of marketing, we might open the association to new memberships and new exposure which we definitely want.
* The board members present agree but feel that we are missing too much of the board to make an official decision, this will be approved with more details via email.

How do we find someone?

* Ashley Holsinger asks the board how we go about choosing someone, and in this case we need to choose someone really quickly.
* Anne Lesko suggests putting it out to bid similarly to the executive secretary position.
* Ashley Holsinger notes that the local market is important, we ideally want someone close to home and someone who knows where to be sharing/posting.

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

* Follow up on Intermediate/2’3/pre/long/short/stirrup conversation
  + Division specs provided by the Review Committee have been circulated to the board via email.
  + In committee chair Gordon Reistrup’s absence, the board has agreed that the next meeting will be held to discuss rule changes and make decisions regarding drafts.
* The board discusses year end participation and how the association should decide if a year end should receive recognition if there is low participation.
  + Ie: if there are only 3 year end point earners, do we keep the division rated?
  + Ashley notes that this year, some of those year end point earners have been top 3 with only having gone to one horse show.
  + The board notes that we will continue this discussion and analyze the data for future decisions. Ashley and Annie have been working on data gathering for this discussion which will be shared with the board.

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

* Committee’s goal for this coming week is to get ribbons and prizes ordered. Will be circulated to the board for email approval if any board members have comments and concerns.

**CLOSING**

* Next meeting set for August 13th, 2024 at 7pm via Zoom
  + This meeting will be centered around rule change drafts as prepared by the Review Committee, and these drafts will be circulated to the board prior to the meeting.
* Jamison Strasser makes a motion to adjourn at 9:12pm, Annie Shawver seconds. Meeting is adjourned.