

**April SWVHJA Board Meeting**  
**4/2/24 @ 7:30 PM**

**CALL TO ORDER**

- Meeting called to order by Phillip Williamson at 7:35 PM
- All members present

**March 2024 meeting minutes: Review and Approval:**

- Motion to approve made by Annie Shawver and seconded by Anne Lesko

**SWVHJA Treasurer's Report:**

March Highlights Prepared by Annie Shawver, Treasurer:

**Statement of Net Position**

- This year our net position versus assets are not that different at the beginning, but the income statement is vastly different

**Statement of Changes in Net Position "Profit and Loss Statement"**

- Fundraising effort and increasing membership dues and emphasis on renewal
- Last year, banquet was costly, this year good profit
- Good within budget, 88% of budget

**Pending Financial Transactions**

- Final board member donation of \$500 expected in April
- Remittance of silent auction proceeds of \$2,650 expected in April
- Remittance of junior committee bake sale proceeds of \$\_\_\_ expected in April
- 4 new horses and members at the Hollins horse show, including a collegiate member

Discuss Establishing a Money Market Account

- Opening a money market account will allow us to accrue interest
- Minimum to open is \$100, but need to keep at least a \$5,000 balance to avoid a fee
  - Fee is \$10 a month if the balance is lower than \$5,000, so still a minimal fee
- Can fund with a transfer from SWVHJA checking account right into this account
  - No direct deposits- move money from the checking into the money market
- 6 withdrawals a month with no fees, extra withdraws (unlikely) have a fee
- Annie notes that we should keep about \$10,000 in the bank account at all times to account for unforeseen circumstances, and money market will complement this
- Money market is user friendly and easiest for us to work with
- The board is in agreement about opening, board members determine that we will transfer \$15,000 from savings into the money market account
- Annie notes that going forward we will develop a cash flow model so that we can put as much possible in the account

- Current SWVHJA Savings account has a very low interest rate, so tentatively planning to move money from savings into this money market account
- Ashley Holsinger makes the motion to open a money market account starting at \$15,000, Anne Lesko seconds, and all board members in favor.

#### Approve Establishing a Separate Bank Account for Junior Committee

- No legacy balance belonging to the Juniors
  - In past history, we've awarded scholarships, and the silent auction probably hasn't covered the juniors previously. With the Mayes Foundation covering scholarships, we haven't had set amounts for juniors
- Board intends to move proceeds from the Junior Committee bake sale into the new junior account (\$526.00, the rest pending settlement)
- Board agrees to have the Junior Horsemanship Program (\$1,000 split amongst 10 juniors) to come from the junior bank account
  - Annie Shawver notes that sponsorship for that program is a good opportunity and can still go through the junior account
  - We also plan to check in with the juniors about how they want to spend their money and where they want to prioritize
  - Better for accounting/office purposes as well
    - Ie: expense on the junior side, income on the annual side
    - Smoother for Sue Tallon
    - Could also come in as a sponsorship line item
- Motion to create an account for the junior made by Holly Keplinger, Robin Wood seconded, the board approves
- Keep the signer the same, given flow in and out with the junior committee
  - Allows segregation and carry forward through board member cycles and committee cycles

#### **OLD BUSINESS:**

##### Executive Secretary Job Opening

- Phillip W drafted a note about Anne Johnston's departure, to be approved by the group. Once circulated, the job is open
- Anne Lesko's job criteria almost complete
  - Going to put a salary range on the posting
  - Board will discuss salary and focus in on a salary when we have candidates
  - After conference with Anne Johnson, secretary hours determined to at least an hour a day, probably 30-50 hours a month when in a busy period

#### **NEW BUSINESS:**

##### Committee Reports:

## Education

- The Education Committee has submitted the final drafts of the education committee release and calendar with revised dates.
  - Calendar goes up to august?
- Sign-up link is finalized and functioning for the mini-clinic online signup
  - Signup will give us email address, and will let us determine if they're senior, junior, or non-members
- Board agrees to release the final drafts of the calendar and committee release. This will be posted to Facebook, emailed to the membership, and put on the SWVHJA website
- No other news at this time, waiting to hear from the VHC about clinic dates for us

## Junior

- Finalizing details for the SWVHJA Summer Benefit Show
  - Gordon is going to do education clinic on course design the Thursday before the show
  - Phillip Williamson is going to do some information on judges cards/judging
  - Judge for show not quite set
- Junior Committee will have details by the end of the week so that the mini clinic calendar and the show calendar make sense
- Junior Committee Participation
  - Junior participation is a goal, but currently no juniors on the committee
  - Wanting to solidify a yearly format for juniors
  - Board discusses having an open nomination session at the SWVHJA benefit show where juniors can nominate other juniors to serve on the committee and then tallied
    - Will determine a process at the next board meeting
  - Need to publicize the junior committee and what it is about so they will have some interest
- “Meeting of the Juniors” planned for at the social event
  - Committee has discussed getting all the juniors together before the horse show, bonfire, movie, etc.
  - Board discusses planning more meeting opportunities for the juniors, junior committee will organize more activities as they can
    - Photo session
    - Dunk Tank!
    - Tik tok and social media outreach to the juniors
      - Need a junior who could be social media Liaison

## Fundraising

- Online store is set up, has not been shared with the membership yet
  - Board members encouraged to go look online at the options
- Tax situation:
  - 990 status:
    - Phillip notes that we had issues with the accounting firm that happened to 2019-2021, it was not filed
      - Had to deal with IRS but should all be resolved now

- We currently use J. Moore and Company, we plan to find someone else to use in the future to avoid this happening again
  - Chrissy Elliott notes that there are rules to the extent of fundraising due to 501-c7
    - Up to 35% of gross receipts from non-member sources
    - Income excess of these limits threaten tax exempt status
    - Closer look at annual show sponsorship from non-members (Corporate or individual)
    - We need to be cautious of our fundraising efforts if we want to remain a 501-C7, and we need to look into switching to C3 if that is what we want
  - Phillip asks about a foundation to be able to accept donations
    - Ie: Colorado HJ Association is its in own entity, but has a Colorado HJ Foundation that is clearly a 501-C3
    - Foundation option is potentially an easier conversion than switching to a 501-C3
  - Annie Shawver plans to talk with a CPA, Committee will potentially talk to an attorney and research others
    - Chrissy Elliott will be involved in conversation with CPA Dave Wright
    - Deep Run transferred to a 501-C3 by noting their focus on education and their preservation of history
    - Keswick toes the line- still run like a business but still has 501-C3 status
  - Annie Shawver is going to add a member flag to sponsorship flag and go through the non-member/member purchases
- Member Contact Directory:
  - Annie Shawver has created a file of all of the current members and past members, originally created as a fundraising tool
    - Contacting past sponsors
    - Helping us make good contact with the membership
  - Missing info- files need updated desperately
    - 50 members we do not have email addresses for
  - Committee intends to tag contact information for past donors and members
    - Significant number of people who have only ever donated one time, so committee had planned to contact them again about donation, but missing contact information for many of them
    - Wanting to make notes about who they are affiliated with as well to make contact
  - Committee intends to have a small group get together in person to go through the list and come up with contacts
    - Want to link up more people so the fundraising committee can decide who best to contact who, etc.
    - Either in person or zoom meeting that ONLY deals with the contact directory
    - Also a good time to call on people who have said that they want to be helpful in SWVHJA but haven't been able to
      - People who have been involved in SWVHJA for a long time and might have contacts
      - Britni Cash suggests Patty Lemon
    - Board agrees to start with importing a Google Drive Excel to the board members

## **Review**

- Nothing at this time that requires board discussion or approval
- Lydia Hough, New Division
  - Annie Shawver requests that the review committee reach out to Lydia Hough that her request has been received and will be in discussion but nothing new until the 2025
    - Anne Lesko will take this on
- Holly Adams response to Qharisma first year green reinstatement request
  - Gordon has a letter drafted to send to Holly
- Hollins results: Owner discrepancy and results not in order per time schedule, pending response from Diane
  - Secretary issue, slow to work through but committee does not have enough information at the time for board discussion

## **Annual Show Team Report**

- Still working on finalizing staff, Gordon is working on schedule
- Medal Finals plans are underway, committee is intending to have collegiate finals with the hunter seat
- Prize options need review
  - Team intends to compare costs between prizes last year to prize options for this year before shared/decisions made
  - Ashley requested a list of awards that need filled, Anne Johnston has an awards document set that informs management what is needed. She will send to the Team
- Nothing for the board to determine at this time

## **Office Questions**

- Zoom meetings are full
  - Board determines that the zoom meeting recordings will be kept for 2 months after the meeting, and then deleted. The annual meeting recordings will stay indefinitely or until the annual meeting minutes are approved
- January Financial Zoom presented by Annie Shawver - Minutes will be sent to board members for approval and then posted following approval

## **CLOSING:**

- Board agrees to stay on a 2 week meeting cycle
- Next board meeting set for 4/16/24 at 7:00 PM
- Ashley Holsinger makes the motion to adjourn, Robin Wood seconds, meeting adjourned at 9:38pm