

**MINUTES OF A REGULAR MEETING OF THE BOARD OF DIRECTORS  
FEBRUARY 2016 MEETING: February 08TH, 2016**

A regular meeting of the Board of Directors (the “Board”) of Houston Dressage Society, Inc. (“HDS” or the “Company”) was held on Monday, February 8TH, 2016. The meeting, conducted via teleconference, was opened at 7:00 PM Central Time. The February meeting was called and held under the authority of the Texas General Non-Profit Corporation Law and the Bylaws of the Company. The February 2016 Board meeting was held in the home of Leslie Rohrer.

The following HDS directors, Recognized Show Committee (RSC) members and guests were in attendance or participated via TC:

Karen Cramer (RSC) via TC  
Leslie Cummings (RSC) via TC  
Malinda Edwards de Mata via TC  
Flo Edelman via TC  
Bit Fingerhut  
Angel Gunn  
Lacey Halstead via TC  
Susan Heather  
Joanne Patterson  
Chris Renne  
Leslie Rohrer as facilitator  
Charles Saltzer  
Patty Sutton  
Jena Tavormina

An Agenda outlining topics to be reviewed and considered during the February meeting was previously furnished via email to each member of the Board. Leslie opened the meeting noting two (2) members of the RSC, listed above, in attendance via TC. There were no guests in attendance during this HDS board meeting.

With a quorum in place at the beginning of the meeting, Leslie inquired if Board members or the two RSC members had any corrections or comments regarding the previously distributed electronic version of the raw January minutes. With corrections and changes made as input by Board members to the raw January minutes, Leslie requested a motion be made to accept the corrections and changes to the raw January minutes. A motion was made and seconded. The Board voted to accept the corrections and changes made to the raw January minutes. There were no opposing votes and there were no abstentions. The finalized January minutes and the raw February '16 minutes will be forwarded to all Board members and RSC members prior to the March '16 Board meeting.

**BOARD REPORTS** (*per February meeting agenda*)

Bit Fingerhut, HDS Treasurer began her remarks by advising the Board that HDS is well into its 2016 Fiscal Year. Providing an initial TYD update, Bit noted the update includes December '15 & January '16 financials from HDS activities. Bit reported a Net Income of approximately \$2350.00 to HDS' Board.

Bit transitioned to the lead on a discussion of a means to best facilitate HDS' recording and accurate booking of credit card income from HDS Show related events, such as Silent Auctions, yearly Awards Banquets, Show Dinners. Based on Bit's research of several options, a recommendation was made that HDS consider acquiring an Internet connected wireless Credit Card reader. The Card reader Bit recommended will be a secure device & will ,via password security, be available to specific HDS Board members as designated users. Bit reviewed HDS' best cost/benefit option which was available via HDS' current bank, Bank of America. The banking arrangement provided the low cost option while also providing what should be seamless booking of income from the HDS events, Currently the manual logging of credit card numbers, etc., involves time consuming transactions, then more time & delays in booking HDS income. The Board discussion strongly concurred with Bit's vision and recommendation. Once Bit finalizes details with Bank of America, if a Board motion is deemed necessary, a motion will be made and the vote tallied and reported.

Following Bit's comments, Leslie next inquired if there were any Board questions or comments. With no Board questions, Leslie directed the meeting back to the February Agenda.

Patty Sutton, HDS Special Events Chair, provided the Board with a review of the HDS' Awards Banquet:

- As of this date, the Awards Banquet incurred an overall expense of ~\$4000.00
- The Dinner, accounting for dinner income, incurred ~\$1000.00 of the above
- The Awards, which HDS provides to HDS member rides, incurred ~\$3000.00

On a positive note, the Dinner centerpieces which did involve some expenditure, were completely consumed by members not in attendance, the horses entered in the Winter Show. Patty's Banquet centerpieces featured apples and carrots which were taken back to the barns @ the end of the Awards Banquet.

Patty moved to some post Banquet discussion with HDS' caterer. Patty hopes to minimize any waste and improve service and the overall experience during Dinners and the Banquet. The solution which will be tried is seating six (6) per table. The Arena Club setup will reflect the new concept, but no strict seating numbers, beyond what has worked to date, will be enforced on HDS members and guests.

Next Patty updated the Board on HDS Spring Classic Diner plans. As of this date, HDS has no reply from George Williams. Mr. Williams was a choice in keeping with the Olympic Year Diner theme. Another option mentioned was Mary Lou Retton, an Olympian, a Houston resident and a frequent speaker at such events. Also consideration was made to

inviting the Harris County Sports Authority CEO. HDS has had previous meetings and contact with the Sports Authority.

To close, Patty reiterated HDS' CDI Theme, Rode to Rio, Rio being the Olympic Headquarter city of the 2016 Summer Olympics. Related to the Theme, Patty will hold some form of a hat contest, either Best hat & possibly including a hat decorating competition either during or following the dinner. Also during the Show event will be a Scavenger Hunt contest. Finally, as always a barn decoration contest using the Road to Rio theme.

Leslie inquired if there were any Board Special Events questions or comments. With no Board questions, Leslie directed the meeting back to the February Agenda.

Susan Heather, HDS Awards Chair, advised the Board she continues to pursue improving the quality and eye appeal of the ribbons HDS awards while securing the best possible discounted price/unit item. Susan is working with a 2/17 deadline imposed by Hodges which is HDS' current ribbon vendor. Susan is dealing with two (2) vendors thus HDS has choices and options. Susan will press the new vendor for a final price/ unit item based on HDS' inventory replacement needs. Currently Susan has a price range for the more expensive Blue ribbons of \$2.75/ ribbon to a discounted low of \$2.20/ribbon. For comparison, Susan noted that '15 ribbon purchases cost \$2.05/ribbon with HDS' bulk purchase discount. If an overall ribbon quality upgrade can be obtained while costing in the range of \$2.35/ribbon down to a low of \$2.05/ribbon Susan will proceed with an upgraded bulk purchase. While timing with respect to the discount is critical, Susan has an inventory that will cover HDS' next two (2) Recognized Shows.

Next Susan noted HDS will dispense the ribbon won by participants in the National Dressage Pony Cup. Marie Morgan has completely managed this endeavor to this point. Via Marie's efforts, HDS will offer this Division at each HDS Recognized Show in 2016. Marie has purchased Pony Cup High Point ribbons through 5Th place.. The winners in Region 9 will be eligible to compete in the National Pony Cup Championships.

Leslie inquired if there were any Board questions regarding HDS Awards or comments. With no Board questions, Leslie directed the meeting back to the February Agenda.

Karen Peacock, HDS Membership Chair, was unable to participate in this HDS Board meeting. As such an update on HDS membership is unavailable as this time.

Leslie inquired if there were any Board questions regarding HDS memberships or comments. With no Board questions, Leslie directed the meeting back to the February Agenda.

Jena Tavormina, HDS Schooling Show (SS) Chair advised the Board that the Schooling Show calendar now has twenty five (25) Schooling Shows. The updated calendar is posted on HDS' website. The Shows now include two new Schooling Shows, one offered by Twinwood Equestrian Center, the other offered by Haras Enterprises. Using 2015 as a guide,

Jena projects initial HDS Income of \$875.00 from Schooling Shows based on thirty five (35) Shows each paying the \$25.00 registration fee to HDS.

As a follow up to Jena's efforts to have the varied types of barns offering HDS Schooling Shows be aware of and adhere to HDS Show guidelines and Show requirements, Jena mailed a clear page size list of HDS' guidelines and requirements. The information page was sent to all prior participating barns and HDS' new '16 barns.

At this point, Jena asked Leslie Cummings to update the Board on efforts to keep Schooling Show Judges aware of HDS judging requirements and guidelines. Briefly, Leslie has created a Judge Application form that defines HDS requirements that Judges must comply with to continue judging at Schooling Shows or to be considered to judge at Schooling Shows. Once returned to HDS, the form will enable two (2) years of work as a Schooling Show Judge.

Finally Jena noted fixes have been implemented to the Schooling Show portion of HDS' website. Jena thanked Flo for her assistance in implementing the updating of the Schooling Shows tabs. Now the goal is to add more information for HDS members and non-member Schooling Shows participants. HDS Schooling Shows rules and regulations will be prominently displayed on HDS' website, duplicating what is contained in the page size list of the rules and regulations recently sent to all Schooling Shows barns. To close, Jena noted the Schooling Show Championship tab now details and reminds what is involved in qualifying for the HDS Schooling Shows Championships.

Leslie inquired if there were any Board questions or comments regarding Schooling Shows. With no Board questions, Leslie directed the meeting back to the February Agenda.

Lacey Halstead, HDS Sponsorship/Advertising Chair, advised the Board that she is working to update & revise Sponsorship brochures to reflect her planned approach and HDS' updated Sponsorship price structure. Lacey has already made some new sponsorship contacts thus she is moving simultaneously to secure new Sponsors for HDS' April CDI. HDS' current brochure was last updated in 2/'13. Lacey and Leslie Rohrer collectively have reduced brochure details in an effort to tailor sponsorships to Sponsors. More so since HDS is now a 501 c(3) organization which provided for options for sponsorship. Lacey's approach will be to emphasize a custom sponsorship such that each new sponsor feels a custom deal has been secured, within HDS' guidelines and all consideration associated with a 501 c (3) status. To close Lacey noted terminology wise, Sponsorships will still fall under the existing terms, Platinum, Gold, Silver and Bronze.

Leslie inquired if there were any Board questions or comments regarding HDS' Sponsorship efforts. With no Board questions, Leslie directed the meeting back to the February Agenda.

Joanne Patterson, HDS Junior/YR Chair, advised the Board that the newly elected HDS Junior/YR Board held its initial meeting during the HDS Winter Show. Joanne noted that Allie Cyprus is writing an essay about the Robert Dover Horsemanship Clinic that she

attended in Florida. In addition, Nicole Rothell is developing a bio piece about the new Junior/YR Board.

Joanne next noted that she is now aware of issues related to Twitter and Instagram with regard to protection of minors, which clearly covers HDS Juniors, and potential HDS liability as the sponsor and monitor of such pages. Joanne will gather more information related to this issue and update the Board with any new information or issues.

In closing Joanne noted the desire of holding a Junior Clinic. Joanne's efforts are being augmented by Kathy Jones, who is now serving as Junior/YR Fund raiser for '16. Contacts have been made with Twinwood and TexOver. As of this date, nothing has been finalized for a '16 Junior Clinic. At this point, Malinda added that Haras would also be open to holding the '16 Junior Clinic. At this point with three (3) possible locations, Leslie will contact Kathy Jones in a effort to finalize a selection and a date. Timing to fit existing scheduled events is now pressing and plans need to be finalized ASAP.

Leslie inquired if there were any Board questions regarding HDS Junior/YR's or comments. With no Board questions, Leslie directed the meeting back to the February Agenda.

Chris Renne, HDS Education Chair, summarized the next Schumacher FEI Training Series as follows:

- Sat,-Tues., April 2-5
- Freestyle Farms, south of I10 & west of Fulshear, Texas
- Look to HDS' website & HDS' Facebook page for any updates

Chris moved next to reviewing the recently held Karen Robinson Freestyle lecture at TexOver Farms. The lecture, attended by approximately twenty five (25) auditors, was the first Unmounted event in HDS' evolving plan for other Unmounted events. Chris noted based on the participant response and contacts from others that could not attend, HDS will look to repeat the lecture with more content.

Leslie inquired if there were any Board questions regarding HDS' Education venue or comments. With no Board questions, Leslie directed the meeting back to the February Agenda.

Malinda Edwards de Mata, HDS Publication Chair, advised the Board that a number of articles she was working on are complete and being submitted for inclusion on HDS' website and HDS' next electronic newsletter. Moving to the tasks related to cleaning up HDS' website, Malinda noted the Classified Ad section is out of date. Advertising is free to HDS members but without seeing the section updated it appears members are not submitting new ads. Malinda will delete old out of date ads, then contact members advertising that the Ad section is available and will be regularly updated. Malinda added that navigating the Ad section and specifically submitting an ad is cumbersome and as such may require some software/website administrator updates. At this point, Flo added that the ad placing process

has issues that will require website administrative input which is not currently budgeted. Here Leslie interjected that it is clear that Flo and Malinda need to define the website specific issues and formulate an overall plan which in-turn will be presented to the Board.

Leslie inquired if there were any Board questions regarding HDS' Publications or comments. With no Board questions, Leslie directed the meeting back to the February Agenda

Flo Edelman, HDS IT/Historian Chair, following up on the prior discussion of HDS's website, advised that there are several areas that need attention if the overall site speed is to be improved. Specifics are as follows:

- overall digital images especially photo uploads as for ads, etc.
- overall tabs need updated & old material need removed
- overall cleanup improve website speed up and the user experience

Flo mentioned some possible software additions, such as Square Space, which is picture intensive, thus a website plus, but not a data intensive website tool thus a website negative. Flo concluded that formulating an overall website plan is the best first step and endorsed the effort which will give the Board options and the related costs to implement the best options.

Moving to the issue of an online HDS Volunteer sign-in page, Flo confirmed that a Google site solution would work. All that remains is to contact the Susan Heather supplied Houston based Hunter/Jumper Volunteer Coordinator for set up instructions and software parameters which in-turn will be modified to fit HDS' specific needs.

With respect to already approved HDS website updates, Flo will work with Kyle, HDS' web master, to implement changes to HDS' website. The first and pressing need, which will increase site speed, is to modify the header portion of HDS' website including reducing the size and thus load speed of HDS' logo.

Following Flo's comments, Leslie inquired if there were any Board questions or comments. With no Board questions, Leslie directed the meeting back to the February Agenda.

Leslie Rohrer, on behalf of the Recognized Show Committee, noted that HDS's next Recognized Show, a CDI\*\* and the Spring Classic Open Show will be held in April at GSWEC. Leslie reiterated that the CDI will remain a \*\*-2 Star-as denoted in the published Prize List. Added to the CDI\*\* are the following:

- CDICH, for children riders competing on both horses and ponies, as an intro to FEI
- CDIAM, for Adult amateurs competing in Small Tour Classes up to Large Tour, GP
- CDIYH, for Young Horses, age seven (7), as an intro to FEI

Leslie reiterated that all CDI entries need a current FEI passport to compete in a CDI. HDS' website lists a step by step set of current guidelines geared to securing a FEI passport. Continuing, Leslie noted that Shoofly Farm has agreed to be HDS' CDI Title Sponsor for the 2016 CDI \*\*. In conjunction with the CDI, HDS will again hold a Silent Auction, proceeds

from which benefit HDS. Angel Gunn will oversee the Auction setup and operation during the Show.

Finally, the under consideration offering of the Southern Breeder Championship in conjunction with HDS' Show will not materialize due to unresolved Southern Breeders specific issues. As previously noted, the Southern Breeders issues are beyond HDS' preview.

Completing her update, Leslie inquired if there were any Board questions regarding HDS recognized Shows planned for 2016 or comments. With no Board questions, Leslie directed the meeting back to the February Agenda.

Tracy Zaidenweber, RSC member and Volunteer Coordinator, could not attend this board meeting. As such this is no Volunteer update, but in a pre-meeting discussion, specific issues that Tracy noted were raised and addressed during the meeting.

Leslie inquired if, in Tracy's absence, were there any Board questions regarding HDS volunteers for 2016 or comments. With no Board questions, Leslie directed the meeting back to the February Agenda.

**UNFINISHED BUSINESS (*per February meeting agenda*)**

With no update on a Stakes concept for HDS Shows, a review of additional HDS' Unfinished Business was deferred.

**NEW BUSINESS (*per February meeting Agenda*)**

The concept of whether to and then how to recognize HDS members who qualify and attend the US National Dressage Championships was discussed. The ideas covered the most appropriate acknowledgment and how any acknowledgement might possibly benefit recipients and HDS. It was clear ideas were many and varied, but the overall concept of some acknowledgement of HDS member excellence was well received. The idea will receive further consideration and action.

Without additional questions or Business items offered and the listed Agenda addressed, the February 2016 HDS Board meeting adjourned at 9:17 PM.

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Secretary

Approved: \_\_\_\_\_  
Chairman