

**MINUTES OF A REGULAR MEETING OF THE BOARD OF DIRECTORS
MAY 2017 MEETING: May 8TH, 2017**

The regular May meeting of the Board of Directors (the “Board”) of Houston Dressage Society, Inc. (“HDS” or the “Company”) was held on Monday, May 8TH, 2017. The meeting was opened at 7:00 PM Central Time. The May meeting was called and held under the authority of the Texas General Non-Profit Corporation Law and the Bylaws of the Company. The May Board meeting was held in the home of Leslie Rohrer.

The following HDS Board members, Recognized Show Committee (RSC) members and guests, if any, that were in attendance or participated via TC are listed below:

Emily Conn Volunteer Coordinator
Leslie Cummings (RSC) via TC
Elizabeth Crawford JR/YR Chair via TC
Kristin Cyprus Awards Chair via TC
Bit Fingerhut Treasurer
Vince Flores IT/Historian
Angel Gunn Vice President
Malinda Edwards de Mata Publications Chair
Karen Peacock Membership Chair via TC
Chris Renne President and meeting facilitator
Leslie Rohrer Recognized Shows Chair
Charles Saltzer Secretary
Jena Tavormina Schooling Show Chair

An Agenda outlining topics to be reviewed and considered during the May meeting was previously furnished via email to each member of the Board and the members of the Recognized Show Committee.

Chris opened the meeting noting the Board members and the one RSC member, listed above, in attendance via TC. There were no guests. With a quorum of current Board members as the beginning of the May Board meeting, Chris inquired if Board members and RSC members had an opportunity to review the previously distributed electronic version of the unedited April minutes. Chris next inquired if Board members or the RSC members had any corrections or comments regarding the previously distributed electronic version of the unedited April minutes. With corrections made as input by Board members to the unedited April minutes submitted, Chris requested a motion be made to accept the corrections and changes to the unedited April minutes. A motion was made and seconded to accept the Board's corrections and changes to the unedited April minutes. There were no opposing votes and there were no abstentions. The finalized April minutes and the raw May minutes will be forwarded to all Board members and RSC members prior to the June '17 Board meeting. Noting there were no guests in attendance at the beginning of the May Board meeting, at this point Chris concluded her opening remarks and proceeded to the previously distributed May Meeting Agenda.

BOARD REPORTS (per May meeting agenda)

Karen Peacock, HDS Membership Chair, reported that as of this date HDS membership stood at three hundred and four (304) members. Karen, checking with Board members to confirm the last reported Membership update, noted that the increase from the most recently reported two hundred sixty-five (265) members reflected an increase of thirty nine (39) members. Karen advised the Board that the majority of the increased membership was the result of HDS' Spring/CDI Show and also HDS Schooling Shows. In addition Karen noted the increased membership included new HDS members in addition to the traditional renewals. Concluding this portion of her remarks, Karen noted she has received additional applications and including these she expects Membership will increase to 308-310 members.

Karen noted she is currently checking rider/horse combinations for correctness. With new HDS members there is some confusion in listing rider/horse combinations on applications. Using the above high end of her membership projection, Karen stated that YOY, HDS membership at this point is down approximately 7% compared to '16. Concluding her remarks Karen concurred with the need for HDS to soon send out an email blast to 2016 members suggesting members renew their HDS membership for 2017. That task has been assigned to HDS' new Intern and once a new corrected email list is created an email blast will be sent encouraging all members to renew their HDS membership for 2017.

Kristin Cyprus, HDS Awards Chair, advised the Board that she needs some New Style Ribbons for HDS' Summer Show & that order has been placed. The same regards specific trophies for the Summer Show. Kristin added to her comments that the above applies to HDS' Labor Day Show, specific orders will be placed to fill specific needs. In that regard, Kristin advised the Board that her orders with Hodges, now primarily for Schooling Shows & as a backstop for Recognized Shows, still provides HDS its historical discount on ribbon orders. At this point, Kristin added that she is reviewed HDS' needs for the Region 9 2017 Championships and HDS' Open Show and at this point High Point trophies are the item that requires defined and then an order placed. Here Kristin added in addition she needs Breed Ribbons, and will secure those ribbons/sashes for HDS' Labor Day Show.

Concluding her remarks, Kristin suggested besides pictures of the Pro-AM Team Competition from HDS' Summer Show, the winners receiving ribbons might also be awarded gift cards and possibly even framed pictures.

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

Leslie Rohrer, on behalf of the Recognized Show Committee (RSC), opened her remarks by addressing the to be offered Pro-AM Competition during HDS' Summer Show. The Pro-AM Competition is noted, as required, in the Summer Show Prize List. In addition HDS announced the Pro-AM Competition via HDS' website and an email blast was sent to HDS members. Leslie noted individual entry in the Pro-AM Competition, which will happen on Saturday, is on a no-cost basis. Teams will include one (1) Open rider and 2-3 Amateur

riders. The Saturday Pro-AM Competition will permit announcing the Winning Pro-AM team during Saturday evening's Competitor party.

Leslie next reviewed HDS' recently held CDI** Show. Leslie expressed her opinion that overall participation-entries-suffered due to pre-Show FEI issues. Summarizing Leslie's comments:

- 19 '17 entries versus 26 entries in '16 reduced '17's Gross Income.
- Slightly reduced Sponsorship-Saddle Companies-reduced Gross Income by \$15-2000.
- Cost controls successfully reduced Expenses. Additional RSC planning further reduced CDI costs, while not defined YOY, are reflected below.
- Including the above, '17's Financial results for the CDI should be similar to '16's results.

Going forward CDI wise, Leslie asked for Board thoughts and suggestions for beyond '18. HDS will file the required paperwork to offer an 2018 CDI*** with the intent of offering a CDI** unless USEF decides to provide financing to cover the additional financial risk to HDS. HDS Board suggestions were as follows:

- A Region 9 Partner Package for Region 9 GMO's
- Contact prior HDS CDI participants to gauge their interest for '18.
- Contact Schumacher participants to gauge their interest for '18.
- Noting the increased volunteers required to hold a CDI along with an Open Show, HDS consider all requirements involved in only offering a Spring Open Show with between 120 & 150 entries.
- Consider future options, i.e., Prize List additions such as Prize Money to build interest and Region 9 increased participation in at least an expanded '18 HDS Open Show.

With the above discussion concluded, Leslie transitioned to the Materiale Stakes Class. Currently 4 entries in the Series. Two entries have won Prize Money to date. Competition will continue at HDS' Summer and Labor Day Shows.

Chris inquired if there were any Board questions regarding HDS' Recognized Show Committee or comments. With no additional Board questions or input, Chris directed the meeting back to the May Agenda.

Devon O'Leary, HDS Special Events Chair, was unable to attend this Board meeting, as such there was no future Special Events report. Reporting by Board members, summarizing the Dinner during HDS' CDI/Spring Show, noted having a DJ and dancing was well received by all in attendance. A few noted the music was a little loud-easily corrected going forward-and the Dinner took on a Party tone which was enjoyed by all. With respect to the Summer Show Competitor Party, those that attended enjoyed themselves and the evening venue including the Pro-AM announcements.

Chris inquired if there were any Board Special Events questions or comments related to either the Competitor Party or the Taste of Texas Dinner. With no Board questions, Chris directed the meeting back to the May Agenda.

Lacey Halstead, HDS Sponsorship/Advertising Chair, was unable to attend this Board meeting, as such there was no HDS Sponsorship/Advertising report. Reporting by Board members noted that Riding warehouse has shown interest, at some level, in Sponsoring HDS Schooling Shows plus a possible higher interest in Sponsorship with respect to HDS' Schooling Show Championships.

Chris inquired if there were any Board questions regarding HDS' Sponsorship efforts. With no Board questions, Chris directed the meeting back to the May Agenda.

Emily Conn, HDS' Volunteer Coordinator advised the Board with the CDI/Spring Shows experience behind her, she is just starting to fill volunteers slots for HDS' Summer Show.

Chris inquired if there were any Board questions or comments regarding HDS' Volunteering efforts during 2017. With no Board questions, Chris directed the meeting back to the May Agenda.

Elizabeth Crawford, HDS Junior/YR Chair, reported that her charge, the Junior/YR's were pleased with how their contribution to HDS' Silent Auction went and was received. Elizabeth noted the recently held USDF Junior/YR's Clinic featuring Jeremy Steinberg had nine (9) riders/day and the 2-day event was well received and enjoyed by all participants and auditors. A Thank You was offered to both Kristin, Fran Kehr and Windy Knoll Farms for hosting and holding the Junior/YR Clinic. Closing her remarks Elizabeth noted the Junior/YR's have no Summer events planned. Overall the Junior/YR express concern regard NAJYRC's going forward in '18. In that regard Elizabeth advised the Board that Kathy Jones announced at effective the end of '17 she will not continue to serve as Region 9 JR/YR Coordinator.

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

Chris Renne, HDS Education Chair, advised the that the Sport Horse Clinic now has 9/10 riders which is the desired number. Expected auditors are currently approximately 40 which is within the expected number when considering a \$150. cost to audit the 2-day Clinic. Number wise, HDS may need more volunteers and Chris and Emily will get together to cover this possibility. Moving to HDS' Schumacher FEI Training session, Chris noted HDS wants the next session at least two (2) weeks prior to the Region 9 2017 Championships.

Next Chris noted with respect to future FEI competition and more specifically an '18 CDI, Chris noted Vince will conduct and make available a written, the equivalent of a walk through demon, document regarding the steps involved in securing an FEI Passport for interested HDS members. Vince will summarize the steps regarding obtaining an FEI

Passport specific to European imports along with obtaining an FEI Passport for any purchased or owned future FEI competing horse.

Finally, Chris noted the Shattuck Family, who are friends with International FEI Competitor Laura Graves, might be able to arrange a HDS Q&A session with Miss Graves.

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

Vince Flores, HDS Historian Chair, advised the Board that HDS is officially on Instagram. HDS-DressageSociety will be HDS' Instagram name. Currently what is posted on HDS' Facebook page also appears on HDS' Instagram page and vice versa. Vince added it is easy & currently possible to customize a post, for example including an HDS flyer, a document or a link on Instagram. Instagram is more graphic oriented & as such will be the likely choice to post HDS photos, documents or flyers. Vince added as a point of reference, as of this date HDS has ~1100 followers on Facebook and 77 followers on Instagram. To improve Instagram interest, Vince and he suggested other Board members that post to Facebook include "follow us on Instagram".

Following Vince's remark, Chris inquired if there were any Board questions or comments. With no Board questions, Chris directed the meeting back to the May Agenda.

Malinda Edwards de Mata, HDS Publication Chair, reported to the Board that she had nothing to report.

Chris inquired if there were any Board questions regarding HDS Publications or comments. With no additional Board questions or input, Chris directed the meeting back to the May Agenda.

Jena Tavormina, HDS Schooling Show (SS) Chair, advised the Board that interest this year is growing regarding HDS Schooling Shows. Between March and the end of April two (2) new Schooling Shows were added and TopSider, Sienna and Twinwood, existing venues each added Schooling Shows. Overall the School Show Schedule lists thirty four (34) SS's, an increase of the above noted 2 SS's, with three (3) May SS's occurring post this meeting. HDS' current School Show Schedule is current through July. In that regard both Leslie Cummings and Vince Flores added that the SS's are the first step for learning students, when JR/YR's or Adult Amateurs, prior to trying Recognized Shows. In closing Jena added the majority of the increased interest she noted was from JR's with interested in both HDS' SS Championships and HDS EOY Awards.

Chris inquired if there were any Board questions or comments regarding HDS' Schooling Show program for 2017. With no Board questions, Chris directed the meeting back to the May Agenda.

Bit Fingerhut, HDS Treasurer, reported to the Board she is still compiling numbers and relatable date from the CDI/Spring Show. In that regard Bit advised the Board that Prize Money, based on an individual winning score or cumulative scores, is in the process of being paid in that the checks are in the mail. As a status report regarding the CDI/Spring Show, Bit advised the Board that CDI/Spring Show Income-Revenue-is in and recorded. As in the past following HDS' CDI/Spring Show, as of this date Expenses are still not in. Expenses received are being paid and recorded. Bit noted received over \$5000.00 of HDS Income from the Silent Auction held during the CDI/Spring Show.

Moving to other HDS business, Bit advised the Board she filed the customary IRS extension before the filing deadline with respect to HDS' 2016 Taxes as a 501 C(3) organization. Finally Bit noted, as previously noted, that HDS has and is entitled to Income via a small but existing Amazon Smile Account. In an effort to grow that potential Income stream. Bit suggested creating an email blast alerting HDS members to consider using Amazon Smile and if they do, "check" HDS and that will initiate further HDS Income. Bit added, prior to any such HDS email blast, check with Lacey as Lacey was first to learn about Amazon Smile and Lacey originated HDS' Account with Amazon Smile.

Following Bit's remarks, Chris in closing this portion of the meeting Chris inquired if there any Board questions regarding HDS Treasurer. With no Board questions, Chris directed the meeting back to the May Agenda.

UNFINISHED BUSINESS (per May meeting agenda)

Chris tabled discussion of HDS website recommendations as the Board members involved in this process were finalizing other HDS media improvements and preparing for HDS' Summer Show. As a inserted Business item, Chris noted the need to consider, then select a item that is included in the packet that participants will receive as they sign in for the Region 9 2017 Championships in October. Chris noted while attending the USDF Annual meeting she saw and liked Horse candles, in a container, from a participating vendor, Trail Ride. The candles come in multiple scents, such as Cedar Shavings and Hay plus more traditional scents. Adding HDS' logo to the Candle top/cover would clearly personalize such an item. Chris offered the above for consideration and as such no motion or vote was offered or taken.

NEW BUSINESS (per May meeting Agenda)

As a needed consideration, with the June meeting scheduled for the Monday following the Summer Show, that June meeting was rescheduled for June 19, 2017, location TBA.

With the listed HDS May Meeting Agenda items addressed, Chris requested and received a motion to close the May 2017 HDS Board. The meeting adjourned at 8:45 PM.

Secretary

Approved: _____

Chairman

