

Proposed Agenda	Meeting Minutes
7:00 PM Call to order	<b>Called to order at 7:16PM; QUORUM ESTABLISHED</b>
7:00 PM Introduction of guests: Brief President Introduction	<b>Attendees:</b> Chris Renne Angel Gunn Alison MacDonald Jody Lynn DeStefanis Jena Tavormina (phone) Leslie Cummings (phone) Leslie Rohrer arrived late (has Bit's proxy) Kathy Powell arrived late (QUORUM established)
7:05 PM Approval of November meeting minutes	
7:10 PM Board Reports	
7:10 PM Treasurer	
<ul style="list-style-type: none"> <li>Review and approval of current numbers</li> </ul>	Bit could not attend and will separately provide the numbers
<ul style="list-style-type: none"> <li>Report for newsletter and Web site</li> </ul>	
7:20 PM Schooling Shows	
<ul style="list-style-type: none"> <li>Schooling Champs review</li> </ul>	<ul style="list-style-type: none"> <li>Championships on Dec. 9<sup>th</sup></li> <li>More rides but fewer riders; close to needing a third ring</li> <li>Some organizational issues related to the awards ceremony</li> <li>Greg Robers sponsored free pictures and free videos, which well received by the competitors</li> <li>Some western riders and eventer riders were in attendance. We would like to figure out how to leverage their participation to increase entries</li> <li>Greg would like to renew sponsorship of Schooling Show High Point awards in January</li> <li>Jena is tallying year end awards</li> <li>Jena indicated that there was some concern as to conflicts on dates for the upcoming schooling shows and suggested that we look at dividing the area in geographic territories. Jena will email the coordinators to make sure we don't have conflicts.</li> <li>We had plenty of volunteers at the championships thanks to parents of junior competitors</li> <li>Alison had 6 students compete; AAs liked the awards ceremony and the photos</li> </ul>

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	<ul style="list-style-type: none"> <li>• Area for improvement: scheduling for warmups; timing was a challenge as the GP tests took longer than expected. Need to ensure that the competitors are aware when the rings are running late</li> <li>• Warm up ring ran on time and was well managed</li> <li>• Judges were happy with the show</li> </ul>
<b>7:30 PM Historian</b>	
<ul style="list-style-type: none"> <li>• Introduction</li> </ul>	<ul style="list-style-type: none"> <li>• New scope of role to be filled by Ida</li> <li>• Role will include media and publicity</li> <li>• We will need to re-write the by laws to reflect the new scope</li> </ul>
<b>7:35 PM Membership</b>	<ul style="list-style-type: none"> <li>• Need membership numbers from Karen Peacock to be forwarded to Kathy</li> </ul>
<ul style="list-style-type: none"> <li>• Letter – Perks of HDS Membership – to new members and renewing members</li> </ul>	<ul style="list-style-type: none"> <li>• Renewal reminders</li> <li>• Draft a benefit letter to each member; distribute letter at the Winter show</li> </ul>
<ul style="list-style-type: none"> <li>• Capturing those members that were previously members and did not renew</li> </ul>	<ul style="list-style-type: none"> <li>• Renewed focus on lapsed membership as 2017 membership is down over 2016</li> <li>• Call members who have lapsed to see if we can get them to renew and find out why they have decided to not renew</li> <li>• Adding programs for eventers, ponies, and western dressage; Do we overlap with the Western Dressage Association?</li> <li>• Advertise to eventing and pony clubs to attract event riders and pony clubbers to HDS shows</li> </ul>
<b>7:40 PM Special Events</b>	
<ul style="list-style-type: none"> <li>• January Show: Competitor’s Party and Banquet</li> </ul>	<ul style="list-style-type: none"> <li>• Devon could not join the meeting as she in Portland on business</li> <li>• Awards banquet in January; Devon to work with Ida to publicize the awards</li> <li>• Rent the arena club for Sat night for the banquet; banquet reservation form is ready and out</li> <li>• Recommended that HDS pay for dinner tickets for volunteers (and guest) who are receiving awards</li> <li>• Need to look at the cut off hours for the volunteers for awards: note that since the Labor Day show was cancelled, volunteer hours may</li> </ul>

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	<p>be down; last year 12-15 hours was the cut off; Angel to look at the hours and look at top 10</p> <ul style="list-style-type: none"> <li>• Recognized shows and educational events count towards hours</li> <li>• We have a few 80 hour volunteers: Ceil Price and Marty Jones</li> <li>• Entertainment: May not be needed because the awards take some time</li> <li>• Need to confirm use of the projector beforehand; Leslie has one we can borrow, if needed</li> <li>• It was agreed that we would get plaques for Charles and Karen since they worked for HDS for so long along with plaques for Hurricane Harvey volunteers</li> </ul>
<b>7:50 PM Advertising/Sponsorships</b>	
<ul style="list-style-type: none"> <li>• Update on January Show</li> <li>• Additional advertising/sponsorship matters</li> </ul>	<ul style="list-style-type: none"> <li>• Lacey could not be present</li> <li>• "Thank You" notes to be sent to Reg. 9 Champ sponsors; Note that some sponsors require the "thank you" notes for their records</li> <li>• The Riding Warehouse sponsored high point at schooling show: it was noted that some high point awards still need to be distributed</li> <li>• Greg Robers (Paladin) will sponsor the 2018 Schooling Show championships, including ridership grants to HDS members. Barns need to sponsor their championships riders; Ida to look at publicizing</li> <li>• Shoofly has requested the first right of refusal for CDI; other area barns are interested in sponsorship if Shoofly declines, including Alison's barn and WV</li> <li>• WV will continue the AA sponsorship in 2018 include the AA freestyle awards</li> </ul>
<b>7:55 PM Juniors</b>	
<ul style="list-style-type: none"> <li>• Update on Juniors</li> <li>• 2017 Region 9 Jr/YR clinic application – Status?</li> </ul>	
<b>8:00 PM Education</b>	
<ul style="list-style-type: none"> <li>• Conrad Schumacher Training Series – Feb date</li> </ul>	<ul style="list-style-type: none"> <li>• High compliments for the trainers programs in Region 9; but we need more programs for AAs</li> </ul>

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	<p>that do not conflict with private barns/training facilities</p> <ul style="list-style-type: none"> <li>• Proposed to look into a "Ride a Test" series</li> <li>• Conrad Schumacher Training series: 4th level riders and above (competency test for riders); have to apply every time but provide a video only one time; priority given to those who have been selected before</li> <li>• Purpose of the Conrad program is to improve overall quality of our riders; All of our riders showed improvement over 2016; However, those riding with Conrad had even higher score improvement over prior years; Jody recommended offering the AA day on a weekend to not conflict with working AA schedules and to ensure that some slots are open for riders new to the program</li> <li>• Noted that Nanni Baker subsidizes Conrad as the week is split between her place and the HDS location</li> <li>• We have some budget to do additional AA education and the board agreed that we need to sponsor programs for AA at Training/First/Second/Third</li> <li>• Alison's barn wants to host dressage clinic series for Jrs and AAs; they have a program called the Texas Training Opportunity; can HDS partner?</li> <li>• Need ideas on a program to bridge the gap to encourage schooling show riders to make the leap to recognized shows</li> <li>• <b>Angel motioned to continue the Conrad program and Kathy seconded the motion; unanimous vote; no abstentions</b></li> </ul>
<ul style="list-style-type: none"> <li>• Passport Application Training</li> </ul>	<ul style="list-style-type: none"> <li>• Recommended that we host a passport application training to help with the CDI participation; can we get Vinz Flores to do the training session?</li> <li>• Recommend that we try to do at the January show to give people enough time to have passports for the April CDI; Alison and Chris to organize</li> </ul>

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<ul style="list-style-type: none"> <li>Region 9 Para Rider Fundraiser</li> </ul>	<ul style="list-style-type: none"> <li>2 Region 9 riders hoping to go to the next ParaOlympics; these riders are not HDS members</li> <li>Region 9 supports the CDI show so we will support their online auction at the CDI show; allow them to set up a table and computer</li> <li>HDS hosts a silent auction at the CDI and we want to ensure no conflicts</li> </ul>
<p><b>8:05 PM Awards – Currently an open position: President to Appoint (suggestions)</b></p>	
<ul style="list-style-type: none"> <li>2017 Year End Award selections</li> </ul>	
<ul style="list-style-type: none"> <li>2017 Year End Award calculations – Angel Gunn</li> </ul>	<ul style="list-style-type: none"> <li>Jena and Angel are working on compiling the awards calculations</li> </ul>
<p><b>8:10 PM Publications</b></p>	
<ul style="list-style-type: none"> <li>Welcome new Chair</li> </ul>	
<ul style="list-style-type: none"> <li>January Show program</li> </ul>	<ul style="list-style-type: none"> <li>Leslie is handling</li> </ul>
<p><b>8:15 PM Recognized Shows</b></p>	
<ul style="list-style-type: none"> <li>Recognized Show Committee changes</li> </ul>	
<ul style="list-style-type: none"> <li>Proposal for Recognized Show Administrators</li> </ul>	<ul style="list-style-type: none"> <li>The recognized shows bring in considerable revenue to HDS each year</li> <li>Currently Leslie retains all knowledge of recognized show back office; succession plan needed</li> <li>Rebecca Larson has been shadowing Leslie</li> <li>Leslie has reviewed time requirements and costs; to be hired as a consultant</li> <li>Leslie noted that have a digital website consultant already</li> <li>Alison recommend at we need to develop a manual on how to organize a show and that this should be part of Rebecca’s tasks</li> <li>Leslie noted that the estimate of the task hours may not be accurate</li> <li><b>Jody motioned</b> to pilot the position to validate the proposal hours through Feb. 13; Deliverables include Isolation Plan for any show; business plan for CDI; Reg 9 champ bid; sundry activities for Jan show; begin operations manual. Rebecca to itemize hours</li> <li><b>Angel seconded; unanimous vote, no abstentions</b></li> </ul>
<ul style="list-style-type: none"> <li>Fifty + AA Dapples High Point Award at each show</li> </ul>	<ul style="list-style-type: none"> <li>Add an AA Dapples High Point at the recognized shows for high point rider age 50</li> </ul>

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	<p>and over; ask that competitors give age and opt in (due to, in part, privacy concerns)</p> <ul style="list-style-type: none"> <li>• <b>Angel motioned; Kathy seconded; unanimous vote, no abstentions</b></li> </ul>
<ul style="list-style-type: none"> <li>• RAAC concept for Laborious Day and structure of potential program</li> </ul>	<ul style="list-style-type: none"> <li>• The California dressage association offers a RAAC class only open to AAs (Regional (restricted) AA Competition); to remove those competing at lower levels from the class to allow AAs new to the recognized show scene to compete</li> <li>• Rules require that if you offer a restricted class, then you also need to offer an unrestricted class so that the scores count towards championships, etc.</li> <li>• Recommendation is to promote this as a regional competition so that each Region 9 GMO offers the class with nomination fees going to the Region 9 Administrative Account</li> <li>• Competitors pay a nomination fee to be eligible for the RAAC class at year end;</li> <li>• Intended to bridge the gap between schooling shows and recognized and lapsed members</li> <li>• Need to develop the qualifying criteria and the exclusions for the classes</li> <li>• Offer at Training, First, and Second and freestyles at these levels</li> <li>• All agreed this was an interesting proposal and that we would develop the criteria for proposal</li> </ul>
<b>8:25 PM Volunteer Coordinator</b>	
<ul style="list-style-type: none"> <li>• Back Room and Template Organization in conjunction with Recognized Show Chair</li> </ul>	<ul style="list-style-type: none"> <li>• Leslie sends volunteer templates to Chris for each show; people can sign up on line</li> <li>• Angel and Chris are managing the process now, but for larger shows is difficult</li> <li>• We need to find someone to fill the role, perhaps Rebecca Larson can assist</li> <li>• Note: Gillian is a paid position working on the day of the show</li> <li>• The volunteer coordinator would help with the accounting of volunteer hours which was a challenge in 2017</li> </ul>
<b>8:35 PM Unfinished Business</b>	
<ul style="list-style-type: none"> <li>• Web site</li> </ul>	
<b>8:40 PM New Business</b>	

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<ul style="list-style-type: none"><li>• USDF Annual Convention brief update</li><li>• Formstack and Mail Chimp</li><li>• Other</li></ul>	<ul style="list-style-type: none"><li>• Jeanette Snow has been developing the show programs using software from work and has requested that HDS purchase Snagit (\$50) and PDF Pro (\$299)</li><li>• Need to confirm that this is a standard software needed.</li></ul>
<b>8:45 PM Adjourn</b>	<b>9:55PM</b>

Documents circulated (attached):

1. HDS Recognized Show Coordinator proposal
2. HDS FEI Training Series proposal
3. FEI Training Series Participation
4. FEI Training Series Budget Estimate

Document circulated (not attached):

1. Statistics showing score improvements YOY (retained by Leslie)