

Meeting Agenda		Meeting Minutes
7:00 PM	Call to order	7:02PM
7:00 PM	Introduction of guests	<p><b>Attendees:</b>                      Emily Heather                      Angel Gunn                      Devon                      Kathy Powell                      Doug Canter                      Lacey                      Jody                      Jena T                      Jessica Williams                      Leslie R.</p>
7:05 PM minutes	Approval of February meeting	<p>January minutes. <i>Angel motioned to approve the January minutes as circulated on March 5; Devon seconded; all in favor; no abstentions</i></p> <p>Some board members did not have a chance to review/comment on the February Board Minutes. February meeting minutes will be reviewed for approval in April.</p>
<b>7:10 PM Board Reports</b>		
7:10 PM	Publications	<b>Doug Canter</b>
	<ul style="list-style-type: none"> <li>Recognition of top scores at shows (Posting at Shows)</li> </ul>	<p>Doug is working with Leslie R. on the posters for the CDI showing the class schedules and the placings to increase visibility.</p> <p>Doug proposed that we send an email when the Collective Remarks is published; Doug or Leslie will connect with Flo to have his name added.</p> <p>Doug inquired whether we have checked the email address list against the membership list to ensure that the lists are completed.</p> <p>Doug also recommended that we send email reminders when shows open for entries as well as the dates for the Schumacher clinics.</p>
7:20 PM	Schooling Shows	<b>Jena T</b>
	<ul style="list-style-type: none"> <li>Schooling Champs status</li> </ul>	<p>Jena is looking to recruit HDS board members to go to the schooling shows to represent HDS and increase membership visibility</p> <p>Jena sends packages on how to do the high point awards and this includes membership material.</p>

Meeting Agenda	Meeting Minutes
	<p>Jody recommended that we prepare a standard packet of membership material for each of the board members so they have all the material needed to recruit and sign up new members at the shows</p> <p>[NB: see further discussion below]</p> <p>Schooling Show Champions will be Dec. 8</p> <p>Doug mentioned that it is hard to figure out where all the clinics are in the area and asked if we can post the dates on the HDS calendar? Perhaps we agree only to post of the clinic host is an HDS member.</p> <p>Concern was raised that we don't want it to appear that HDS is favoring certain members. Recommendation was to just post the clinic dates and a contact information.</p> <p><i>Leslie motioned that an HDS member at a barn can post their clinic on the calendar and that Doug would act as information gatekeeper, and HDS would create an application form so to document and confirm the membership; Angel seconded; all in favor; no abstentions.</i></p>
<p><b>7:25 PM</b>      <b>Historian/IT</b></p> <ul style="list-style-type: none"> <li>• Updates</li> </ul>	<p><b>Ida Mattisson not present</b></p> <p>Devon reported that Shoofly and CDI was added to the FB face with the banquet form, pet sponsorship, silent auction form</p> <p>Devon suggested that we do a hashtag contest to improve visibility; the most photos or most likes get a gift card; Devon to develop a proposal</p>
<p><b>7:30 PM</b>      <b>Membership</b></p> <ul style="list-style-type: none"> <li>• 2018 membership update</li> </ul>	<p><b>Kathy Powell-Florip</b></p> <p>As of the meeting date, HDS has 244 members of which 42 are new members.</p> <p>Kathy is missing 19 membership applications from the on-line system as compared to Bit's list</p> <p>Kathy is trying to identify the 2017 members that did not renew in 2018 and is finding some inconsistencies in the lists</p> <p>Kathy is calling new members and unrenewed members; but will not call the Jrs and recommends that the Jrs chair make these calls.</p>

Meeting Agenda	Meeting Minutes
	<p>Kathy proposes to send an email blitz before she makes the calls since not everyone answers calls from unknown numbers</p> <p>Kathy will confirm the call list with Chris before starting the calls</p> <p>The sunglasses were to be sent to new members however, it took a long time to do the postage at the post office for each package. Kathy asked if we could get an online account so we can do postage at home? However, these accounts are very expensive. She will see if she can find a cheaper and faster alternative to print postage at home.</p>
<ul style="list-style-type: none"> <li>Membership Drive ideas</li> </ul>	<p>Jena and Kathy reiterated that we need representatives at the 31 area schooling shows; can we have an HDS person at the check-in booth to help sign up new members?</p> <p>Kathy has membership packages to facilitate the membership drives at the schooling shows.</p> <p>Request to let Kathy and Jena know what shows you will attend. The objective is to have a representative attend at least one show at each barn during the year.</p> <p>Barn visits – sent a list of the barns to be visited. One volunteer to visit WEC.</p> <p>Won't have a time to meet with everyone at a given barn. Need to be efficient with the visit. Need to be sensitive to the nature of the event being hosted. Should not be seen as endorsed by HDS.</p>
<p><b>7:35 PM</b>      <b>Special Events</b></p>	<p><b>Devon O'Leary</b></p>
<ul style="list-style-type: none"> <li>Theme and Status for CDI</li> </ul>	<p>CDI will be luau theme; decorations and hula skirts purchased; Frozen drink machine rented; DJ to be hired (received in bids)</p> <p>Offering a pet sponsored class; we already have some sponsors</p> <p>Molly Hughie from ??? may be interested in sponsoring the competitor party</p>
<p><b>7:40 PM</b>      <b>Advertising/Sponsorships</b></p>	<p><b>Lacy Halstead</b></p>
<ul style="list-style-type: none"> <li>Shoofly Signed Contract</li> </ul>	<p>Shoofly has signed the CDI sponsorship contract.</p>
<ul style="list-style-type: none"> <li>Updates on New Sponsors</li> </ul>	<p>All annual sponsors have been renewing as their sponsorship has come due for renewal.</p> <p>Lacy has been in touch with a PR person in Florida who may assist us with identifying some national level sponsors.</p>

Meeting Agenda		Meeting Minutes
<b>7:45 PM</b>	<b>Juniors</b>	<b>Elizabeth Crawford could not attend</b>
	<ul style="list-style-type: none"> <li>Update on Juniors</li> </ul>	<p>Per Leslie, the Jrs are hosting a meeting at the CDI – region 9 JR/YRs.</p> <p>Jody reported that WV Dressage to be hosting the Reg 9 JR/YR clinic. HDS to host a reception at WV in connection with this event and we have USDF consent.</p> <p>Devon and Jody to connect and go over logistics for the reception.</p>
<b>7:50 PM</b>	<b>Education</b>	<b>Alison MacDonald could not attend</b>
	<ul style="list-style-type: none"> <li>Conrad Update</li> </ul>	<p>Leslie reported that the new dates for the Conrad clinic are proposed to be April 6-9 in Houston; to be confirmed with Conrad.</p>
	<ul style="list-style-type: none"> <li>Change of Venue for Scribe training (not at Ride a Test Benefit Event)</li> </ul>	<p>HDS would like to host an L scribe clinic; however, it cannot be done in conjunction with the March 31 Ride a Test Benefit. Logistics will be difficult to do both at the same time.</p> <p>Leslie reported that Bruce Close (of Master Saddlery) will come to the CDI to do a workshop. The session is not yet confirmed and Alison will contact Bruce.</p>
<b>7:55 PM</b>	<b>Awards</b>	<b>Emily Heather</b>
	<ul style="list-style-type: none"> <li>Status of Awards for remainder of year</li> </ul>	<p>Ribbons have been ordered for the April and June show; Timing may be tight for the April show</p> <p>Shoofly neck ribbons and leading athlete ribbons were ordered for the CDI and are scheduled to arrive before April 18.</p> <p>Bridle Suite has agreed to donate 8 coolers to the CDIs</p> <p>High point trophies for the year have been ordered</p>
<b>8:00 PM</b>	<b>Treasurer</b>	<b>Bit Fingerhut</b>
	<ul style="list-style-type: none"> <li>Report for Newsletter</li> </ul>	<p>The Winter Show returned a small profit (however, less than 2017).</p> <p>HDS has a loss for the first quarter; as compared to a profit in the first quarter 2017. The loss is due to in most part the lower revenue in the Winter Show.</p>
<b>8:05 PM</b>	<b>Recognized Shows</b>	<b>Leslie Rohrer</b>
	<ul style="list-style-type: none"> <li>CDI/Spring Show update</li> </ul>	<p>The CDI opened March 12; Leslie has received quite a few inquiries about the CDI and the Facebook post regarding the CDI is being shared a lot.</p> <p>Applications have also opened for Platinum Sponsorships for the April Show. Barn C is full and Barn A is almost full due to sponsorships.</p>

Meeting Agenda		Meeting Minutes
	<ul style="list-style-type: none"> <li>Ed Lavalee and potential successor(s)</li> </ul>	<p>Ed has announced that he will retire at the end of 2019. He will help with the CDI and the Regional Championships in 2019. HDS will need to find a new person for the 2020 show season.</p> <p>Leslie has found someone (John Hogan) who would be a good fit. However, he needs to finalize credentials. John has agreed to assist for free provided we pay his costs while he trains with Ed and finalizes his credentials.</p> <p><b><i>Angel motioned to invest in bringing John Hogan up to speed on show management; Emily seconded; all in favor, no abstentions</i></b></p>
	<ul style="list-style-type: none"> <li>General Show update</li> </ul>	<p>It was noted that the silent auction donations are 501(c)(3) eligible; HDS to advertise this while looking for silent auction donations.</p> <p>Devon will need volunteers [NB: see below] to assist in managing the silent auction and set up for the banquet. HDS to contact Dover and Charlottes to see if they would be interested in making donations.</p>
8:10 PM	Volunteer Coordinator	Jessica
	<ul style="list-style-type: none"> <li>CDI volunteer status</li> </ul>	<p>Jessica and Leslie will have an off-line discussion to discuss how to best manage/schedule the CDI volunteers</p> <p>Devon will need 3 volunteers for the banquet.</p>
<b>8:15 PM</b>	<b>Unfinished Business</b>	<b>All</b>
	<ul style="list-style-type: none"> <li>TDF request for donation to Century Club</li> </ul>	No update – tabled for next time
<b>8:20 PM</b>	<b>New Business</b>	<b>All</b>
	<ul style="list-style-type: none"> <li>Intern Update</li> </ul>	No update
	<ul style="list-style-type: none"> <li>Other</li> </ul>	We have received the USDF evaluations for the championships. In general we received positive reviews. There were some concerns regarding the electric outlets and maintenance of the restrooms; and the proximity of road to the arenas (Wheless?)
<b>8:45 PM</b>	<b>Adjourn</b>	<b><i>8:47PM Leslie motioned to adjourn, Devon seconded; all in favor, no abstentions</i></b>