

Houston Dressage Society Board of Directors Meeting

Minutes for November 11, 2019

19 Fernglen

The Woodlands, Texas 77380

7:00 PM meeting called to order

Participants: (in person): Chris, Kathy, Jane, Jessica J, Jessica F
(on conference call): Suzy, Emily, Angel, Leslie R, Leslie C

Approval of September minutes: Jessica J motions for approval of minutes, Jessica F seconds
Motion passes-*Minutes approved*

Publications:

- Doug driving back from Kentucky

Treasurer:

- Numbers down from last year
- All show numbers down
- Slightly increased cost at shows
- Annual sponsorships down
 - Potential reasons as to decreases in numbers throughout the year
 - Not much control over show entries
 - Made freestyle qualifying difficult
 - USEF/USDF changes
 - SafeSport mandatory, somewhat of a turn off for some
- One option to increase revenue from shows is increase entry fees by class
- Sponsorships back on track with new chair
- Reduce newsletter frequency (somewhat significant savings)
- Credit card fees-charge a convenience fee
- Higher fewer judges for next year
- Website-paid two years in a row, contract was signed and paid when work began
- Profit at regionals
- Sponsorships revenue earned at regionals

Recognized Show Chair:

- Great comments regarding championships, excellent experience
- Silent auction made more money
- Entries down
- Profit made
- January update:
 - Scorer needed-Kathy Grisolia suggested scorer that recently moved to our area that is former head scorer at Kentucky

- Pony Club Renewal-Marie Morgan no longer sponsoring
- HDS may pick up sponsorship unless a substitute sponsor is found
 - \$900 sponsorship license
 - Provide ribbons
 - Series for HDS
 - Winner receives jacket and goes on to Kentucky for Pony Club Finals
 - Lyndon Ryfe/Nancy Hinz/Jenna & Martin Arnold-ask for potential sponsorship
 - They receive a write up, and ad
 - Pony club classes would not be offered without sponsorship
- New fees-EMT raising hourly rate, class fees raised
- Set up day for shows-Kathy Grisolia-cut her fee to come a day early and help set up
 - Show set up crew-maintain them to assist with set up and take down
 - Suzy Parker willing to assist in the set up of shows
- Conrad series-dates for 2020-already approved
- Barn tours-social networking with barn hosting-members only visit (suggesting something resembling the Sip n Swap hosted by WV)

Awards:

- Schooling championship items ordered
- Paladin Equestrian sponsoring ribbons
- Big order in December because of discount
- Increase in price for ribbons next year
- Year End Awards-order as soon as possible
 - Crystal or silver item
- Finalize hours for volunteers-pulling together awards for volunteers

Advertising/Sponsorship:

- Wanted to know about accepting payments through website
- Use of formstack can interface for payments
- Speak with Flo regarding set up of online sponsorship payments

Volunteers:

- Volunteers for schooling championships are being contacted
- Warm up and bit check were already confirmed
- Scribes contacted, waiting to hear back
- Coordinating with Angel regarding finalizing numbers of hours for volunteers
 - Marta and Anartz receive hours because of Conrad series host
 - Analysis needed to determine who is volunteering, but who is actually getting the volunteer hours (who they are being transferred to)

Membership:

- A couple barns sent email that they needed to get signed up because they were not eligible for schooling show championships-told they needed to sign up for 2019 and 2020, but were not eligible for Year End Awards
- Reports, and portion of membership are sent to the USDF
- Contact barns for social events, gives them an opportunity for showcasing
- RideATest-until it is established, staying at hyperlocal barns to reduce expenses incurred (ex: Windy Knoll, TexOver, etc)
- HDS has previously bought an hour of the clinicians time for members only, at barns that were hosting clinicians (Solstice, TexOver, Windy Knoll have all had recent clinicians)

Education:

- Hosting unmounted series at a show for higher participation
 - Tire/Road/Trailing safety possibly hosted at competitors party
- RideATest-rescheduling to more local barns

Special Events:

- January show-dinner menu being discussed
- Arena club used for dinner-max occupancy-usually more people than can be accommodated-fire rated for 250 but designed for 300
- Folks that were at the dinner in October to take pictures at dinner and awards ended up staying and eating without paying
- For upcoming auctions-wanting more high-ticket items
 - TopGold
 - IFly
 - Other suggestions needed
 - Have an auctioneer actually auction them off
 - Have these items bring money directly to HDS (April show is ideal for this)
- Hot Chocolate buffet for welcome party at schooling show championships

Schooling Shows:

- New barn hosted show-Sneak Away Riding Club (Yvette Roney)
- Ribbons/totes for winners
- 2 shows left for qualifying scores for SS Championships

Juniors:

- Compose a blurb about moving out of Jr/Yr competitions-Jessica F
- Traveling to Wellington, December (just after Christmas) through March, as Lendon Grey's assistant
- Looking at all the Jr's competing in Florida

New Business:

- Website
 - Need to get back to working on website, get updates as to the status of the new website

- Election results-need to be published
- Texas had most entries at Finals in Kentucky (34)
- Multiple Region 9 riders excelled at finals

Adjourn:

- Jessica J motion for adjournment, Jessica F seconds-meeting adjourned @ 8:35