

Houston Dressage Society Board of Directors Meeting

Minutes for October 14, 2019

19 Fernglen

The Woodlands, Texas 77380

7:03 PM meeting called to order

Participants: (in person): Angel, Chris, Kathy, Jane, Jessica J, Jane as proxy for Jessica F
(on conference call): Suzy, Emily

Approval of September minutes: Kathy Powell-Florip questioned and needed clarification regarding the numbers of entries for Regionals, 370 last year and 320 this (2019) year

Minutes approved

President:

- November meeting
 - Usually a transition meeting (new boards members coming in, and previous board members transitioning off board)
 - Holiday meeting-possibly meet at a location that is somewhat centrally located
 - Possibly have it catered
 - Send address to Chris to find locations that is somewhat centrally located

Publications:

- No new updates

Treasurer:

- Numbers from Regionals not yet available, no new updates

Recognized Show Chair:

- No new updates
 - Unable to be on call/present during meeting due to prior engagement

Awards:

- Still looking at Year End Awards
- Leaning towards nice silver or crystal for Champion and Reserve Champion
- Looking for input or ideas regarding Year End Awards
- Looking for Volunteer Awards as well
 - Possibly nice engraved/etched cutting board, cheese board, some wood item

Elections:

- Received nomination for Publications Chair
- Bit remaining as Treasurer until replacement is found
- Need to contact Flo for posting candidate ballots

Advertising/Sponsorship:

- Financials not yet available
- Redo sponsorship deck to make it more attractive to potential sponsors
- Target more than “horse” minded individuals/potential sponsors
- Previously purchased software for newsletter publication (that is falling back to quarterly publication) that can be used to update the sponsorship packet
- Maybe target local vehicle dealerships-Lexus, Maserati, Range Rover, Ford, Chevy
- Contact sanctuaries, places that serve Veterans through equine therapy as potential sponsors
- RV locations for possible sponsorships, as several people rent RVs during shows
- Horse trailer dealers as possible sponsors, previously there were trailers on display at GSWEC during shows
- Contact Tractor Supply, feed stores as potential sponsors
- Need to find out what our members like, what they utilize, where they shop, where they frequent as potential sponsors

Volunteers:

- Approximately 200 volunteers
- For the most part, everything went smoothly
- Volunteers were greatly complimented!

Membership:

- 344 last year at this time, 301 this year at same time
 - No new numbers as Regionals numbers were not yet finalized

Education:

- October 27 at WV
 - Cancelled
 - Only 2 entries at this point
 - Potentially because of Isabell Werth and Regionals just finishing
 - History says that most sign up at last minute, cancelling event with 2 weeks remaining to sign up and attend
 - Ride-a-Test is very popular, maybe try smaller event
- Possible other ideas for unmounted educational opportunities
 - Trailer/tire safety and hauling-trailering know how
 - Farrier/veterinarian
 - These ideas should be tied into something else
 - Schooling show championships
 - Smaller shows-potentially speak with Fran Kehr who usually does them before her schooling shows
- Looking for input for other unmounted series ideas

Special Events:

- Theme ideas for CDI/Regional Championships 2020
 - April-In Paris (possibly Moulin Rouge)

- October-Wild West Show (possibly Steampunk)
- Looking for nice Thank You ideas for January show Awards ceremony-for Volunteers, etc.
 - Possibly use some of the pins donated by Olva
 - Need to come up with specific criteria to disperse pins
 - Do not need to give the all out, could possibly disperse for special occasions throughout multiple years
 - Board members receive one

Schooling Shows:

- No new updates

Juniors:

- No new updates

New Business:

- Website
 - Need to get back to working on website, get updates as to the status of the new website
- Where do new members applications go?
 - With Bit remaining as treasurer until a replacement is found, applications will continue to be sent to Bit to be processed
- Social media admins
 - Change of admins for HDS social media accounts
 - Possibly Jena, Jessica J, and Jessica F as new admins

8:35 Adjourn