2/20/22

6:15 PM – Call to order

Joanne Coy Absent. All other board members present.

Carmen – motion to accept minutes, second by Jean. Motion passes

Officer reports:

President – none. No reg 2 meetings.

VP – none  
  
Secretary – absent

Treasurer – report sent. Can’t see what payments are for in Paypal. Can we change that? Theresa uses the app but it only tells us who paid, how much and fees. Used to get list of transactions and name. Carmen says we will look into it and get back to the board. Angie says we can also see payments in Wix when they submit a form. They’ll get together in a separate meeting to review.

Why do we have 2 accounts? 5/3 made it impossible to add people to accounts. MSU allows you to send in a signature. We could get rid of the MSU account now as 5/3 has relaxed their requirement of everyone to be there to sign to add a person, but we aren’t going to do that until Mary gets a 5/3 card.

Theresa is not getting information for every deposit, so she does not know what they are for. Be sure she is copied on the information.

Committees:

**Audit** – Patti went through all 3 accounts – everything is correct and true in this report.

**Banquet** – Carmen put together a list of options and ideas. Patti – it will come down to how many people we are going to have. Numbers in the past have been 60-70 people. Sunday morning brunch options were given to keep costs down. Carmen recommends the 4 Points by Sheridan. $23 per person for food with tax and gratuity, plus $500 rental, plus $100 A/V. Discussion about using auction items to offset room rental fees. Mary suggested a township hall. Patti said she checked into fairgrounds but they only rented the whole thing. Carmen checked into a Legion Hall – the non-member fee was almost as much as the hotels. Carmen asked how much money we made in auction items before. We think it was less than $500. Patti says we had 5-7 items.

Amanda recommended we agree to cover the cost of a room rental and try to bolster our auction items to cover the cost of the room. Discussion about possible auction items. Looks like 4 points is the winner.

Approval to book a location granted. Date? Usually first weekend in Nov – Nov 6 will be the date. Discussion about length of meeting. 5 hours should be enough. Let’s have a decision by the next meeting or via email if needed.

Discussion about needing everything to be in a consistent spot – FB board page, or email. Concerns about FB shutting down pages, etc.

**By laws:** Tabled for this meeting.

**Clinics:**

Current registrations

WD clinic - 6 (of 8 total) plus 2-3 judges to audit

Saddle Fit - 4

Kelly Albright - 1

MCC - none yet

Members only can register until Feb 25 and then I will start posting it everywhere and the sign up form will be open on the website and FB events will be created.

We received a grant for up to $400 for the WD clinic from The Dressage Foundation Lynn Palm Grant. We will need to promote their organization as well when promoting the clinic.

Information for schedules and to sign up for stalls will be sent closer to the event dates.

**Annual show** – Mary – Maryall Barnett as the judge. Contract is on way in. Only had to replace the championship ribbons. Will save money on ribbons. If we have a lot of entries, we may have to cut it off. If a lot of WD entries, we can look at adding a WD judge.

**GMO:** no update

**Marketing:**

Website – Angie – added slider today that showcases sponsors from Omnibus. Took of under construction. Next steps are Quadrille and Pas De Deux form. The form for clinics is hidden to general public. Membership is updated for Mary.

Media – Janice says FB posts look good. Mary - reminders for volunteers in messages about shows.

Views up across the board. Stats are looking good. As for Thursday, we had reached 901 people organically in past 28 days. Carmen asked all board members to share one Facebook post a week. This will help organic grows.

Facebook advertising – conversation came up about Saddle Up April ad vs using money on Facebook marketing. SaddleUp is distributed across 3 states – Oh, In and MI. Not our target audience for participation. Looked into what we could do with sponsored posts instead for $145.

Angie shared how sponsored posts work and how we can limit it to specific audiences. Estimated daily results for $175 in March – 17-55 link clicks, 749 – 2.2K reach PER DAY. Much more dialed in audience. Electronic, not waiting on print. Can use photography from members (need a release for children). Janice recommends FB ad instead of Saddle Up April Ad. When should we run? End of March to hit Mid-April clinics. We can send a preview of the ads before sending. Amanda recommends we set a dollar amount spend. Janice wants to know what the Saddle Up spend was. Approved $150 for FB spend.

Carmen – Expo – slide show. Can we get just a monitor and plug a laptop in? What size monitor? 20” Just need to make sure we have the adapters. Smallest Janice found was 24”. $149.99 on Amazon. We’ll do price shopping and send an email out. Carmen has banners. We need to update the trifold. May print some gloss photos. Will also have printed forms and a QR code they can scan with their phone, and candy to entice people. Talked about doing an incentive – donate a membership or show entry for someone that joins that weekend. Create an urgency. Free Glass-Ed entry to the annual show. We’ll also post flyers with shows and clinics in local tack shops.

Mary – are we doing the tack sale? Mary will purchase table if we all agree. Janice agreed to a booth. Does anyone want a booth next to us? None.

**Membership** – we have 30 members, - 24 Returning, 6 new. In the future, Jean can break down division, etc if we want it in the future. Jean has had 4 or 5 new members have all put down their street address but not city, state, etc. Not autofilling.

**Nominations** – none.

Omnibus – printed. 50 are under presses and then will iron to mail in first class mail vs first class package. Extra advertisers caused extra thickness for this year. Carmen will get Omnibus for members to pick up at the expo.

**Points** – all set up, ready to go.

**Rules:** not at this time. With Omnibus already printed, we probably shouldn’t have changes to rules for this season. Any changes for rules would be for next year.

**Show committee:** 12 shows, last check is coming. Only question is technical ambassador for show Janice is scribing for GED annual show. Carmen is the TD now.

Show evaluations: want to be proactive and actively reach everyone who participated, but have to get info from show hosts. Should we ask them for the list of participants? We will ask hosts if they will share.

**YEA:** Mary – nothing yet

Virtual shows – Theresa – would like to continue but she is too busy to handle. Janice – how much time did it take? Theresa – a few days of work. No one is able to step up. We’ll drop ithem for now.

Survey results – let’s look at it again so we can discuss. Logo – should we do a riderless horse? Let’s put something together and review.

Next meeting – March – 6th at 6:00 – continue to submit committee reports ahead of time. Aim for March 4th to submit reports.

Adjourn – Theresa – Carmen second – all in favor 8:00 PM