

Dressage Association Board Meeting March 28, 2018

Members Present: Jenifer Spencer, Ardene Eaton, Char Cohen, Shelby Blades, Rosa Meehan, Kathy Hagigi, Ellen Hagigi, Jeff Ritter, Raena Shraer (guest)

1. Called to Order at 6:10
 - a. Meeting minutes from last meeting – approved by motion
2. Treasurer report – \$8,088 balance
 - a. Char is still checking on insurance and is looking for options.
 - b. Discussion of expenses – Raena is currently covering website costs (\$150/year)
3. By-laws
 - a. Board of Directors is the final arbiter of communication
 - b. Need for all to review Handbook, By-laws, and tasks associated with board positions (see <http://alaskadressage.org/>)
 - c. Challenge of open communication
 - i. ADA has a Facebook Page – Jenifer is site manager
 - ii. Outreach on part of board members – Moved and adopted by board
 1. Gather information from others
 2. Bring suggested actions to board
 3. Bring big outreach ideas to board for review and implementation
 - iii. Use of committees and other mechanisms – as in manual
 1. Committees work with sideboards or tasking from Board
 2. Consider use of Board communication between meetings
 - d. Invigorate membership – outreach committee
 - i. Shelby to take lead
 - ii. Education of what is available – i.e., website
 - iii. Value of membership
 - iv. Process – send ideas via email to board between meetings – Chair’s call on acceptance or need to discuss
4. Summer show season (Notes on Google doc Spread sheets, must have google open https://docs.google.com/spreadsheets/d/1_niye_NDqaIAH0dxepU1EKxgxHHKqM7PR4MzCik9IOI/edit?ts=5a60f381#gid=89892823)
 - a. Vets – lines out to Kaiser and Kiera (Jenifer and Raena)
 - b. Farriers – Joshua Morris
 - c. Manager – Jenifer first two;
 - d. Snack shack – Kathy to find group to run
 - e. Flight/lodging logistics – Rosa and Jenifer to sort out
5. ASH forms and USDF GMO verification
 - a. Forms to be checked against last years by Kathy
6. Spring luncheon – April 22; noon to 3pm
 - a. See attachment
 - b. Sweatshirts and t shirts – Raena has examples to sell; will check on zocks
 - c. Flier will be drafted and distributed for review
7. Meetings

- a. April 17 – Tuesday
- b. 6pm Jenifers
- 8. Pony club rally – need for clarification about eligibility for opportunity classes
 - a. Raena to check with USEF and check for cross counting with Hunter/jumper
- 9. ASH Forum – Kathy to cover
- 10. On line membership form
 - a. Shelby to meet with Deana
- 11. Use of credit card/alternate pay methods Raena/Shelby
 - a. Need to sort out trouble shoot use
 - b. Particularly check at shows

Adjourned at 8:30

Potential Spring Luncheon Agenda

- 12:00 - 12:30 : Welcome, get food
- 12:30 - 12:50 : Jennifer - Intro, go over volunteer opportunities at the shows
- 12:50 - 1:00 : Rosa - Outline summer event schedule, introduce show officials, upcoming clinics
- 1:00 - 1:20 : Shelby - What memberships do I need?
- 1:20 - 1:40 : Shelby - How do I complete a proper entry form?
- 1:40 - 2:00 : Shelby - How do I decide what to sign up for?
- 2:00 : open Q&A

Need:

- Setup crew
- Laptop to connect to one of the big screens
- Power point for all presentations
- Make sure 2018 omnibus is posted to the website
- Membership applications (online maybe?!)
- Way to accept credit cards!
- Hand out for easy reference on
 - what memberships are required
 - Award requirements
 - How to get your membership cards
 - Handy tips for filling out entries

Marketing:

- Create FB event, post to Alaska Equestrians
- Make paper flyer
 - Post at barns and feed stores in Anchorage and valley
- Send notice to membership email list