

## UTAH DRESSAGE SOCIETY

June 5, 2013 Meeting Minutes

Meeting location: 3191 S 3300 E #230, SLC, UT 84109

BOARD MEMBERS IN ATTENDANCE: Nance Allen, President; MJ Babcock, Vice President; Alison Child, Treasurer; Carol Kounanis, Membership Director; Sari Stevens, Communications Director; Corinne Cody, Director of Competitions; Eva Adolphi, Special Advisor; Cathleen Torlina, Events and Outreach; Christine Celestino, Secretary.

MEETING CALLED TO ORDER AT 6:45PM

Motion to approve May meeting minutes: Nance motioned to approve. All in favor.

### INDIVIDUAL REPORTS

FINANCIAL REPORT: Alison distributed a Financial Report showing total funds at \$22,236 with CD. Although current YTD balance shows as (\$3,400) owing, this amount does not reflect money that will be paid to UDS in Annual show competitor fees and year-end banquet ticket sales.

MEMBERSHIP REPORT: Carol reported 170 members, 28 Jr/YR members.

Aside: Jr/YR Activities: Carol reported that the grant proposal to USDF has been submitted for a fall Jr/YR clinic. Scheduled Jr/YR activities were reviewed, including Ride-a-test with Marlo Vivenzio and Beach trail ride at Utah Lake. Additional funds will be raised with tack sales at the VIP and Ogden short tour shows. The Beach trail ride will be opened to the entire UDS as a thank you for supporting the Jr/YR group.

ADVISOR REPORT: Nothing to report.

### OLD BUSINESS

ANNUAL BANQUET UPDATE/TRANSITION: MJ presented a bid from the Old Mill Clubhouse in Holladay projecting a total cost of \$2,615.74, a \$660 savings from last year, by implementing a buffet style with sandwich platters. Carol requested a more fluid seating arrangement to go from the meal to the presentation of awards. Tables for seating during the presentation were discussed. 100 guests are expected. Corinne suggested letting winners know in advance to increase attendance. Carol suggested selling tables to barns to encourage attendance. ACTION PLAN: Kathleen, Corinne, and MJ will work together to continue planning of the banquet.

WEBSITE DESIGN PROPOSAL: Sari presented the Order Acknowledgement between the UDS and the Web Design provider, Susan Bancroft in Carmel Valley, CA. Website will be approved by the UDS board before going live online. Forms that are currently available will be functioning with additional "bells and whistles". Possible in the future to manage the newsletter through the website and add

administrative emails.

OMNIBUS CLARIFICATION: Alison clarified that she is willing to take over the Omnibus but is not willing to sell or create ads for the publication. Nance will take care of short tour prize lists.

TRAILER INSURANCE UPDATE: The insurance company would cover trailer contents (est. value \$17,000) but not damage to the trailer itself, for \$516/year. The trailer currently resides at the Equestrian Park, locked and uninsured. Individuals borrowing the trailer currently do not need to show proof of insurance to the UDS. ACTION PLAN: All agreed that UDS should ask for proof of insurance before anyone borrows the trailer. Nance motioned to acquire trailer insurance at \$516/year. Alison seconded. All in favor.

ANNUAL SHOW: Discussion took place regarding how to attract out of state riders to the UDS Annual Show. The following points were raised and questions were asked:

- Regarding Wasatch Events Center footing: the idea that the footing last year gave the WEC a bad reputation may be a misconception as many competitors surveyed thought the footing was fine. Recommended not to address it, as doing so may create an issue where there was none.
- Great volunteers and facility staff make for great shows. Over time, with good volunteers and staff, and good organization of the show, the UDS show will gain a good reputation and attract more riders.
- It is hoped that having the short tour championship on the day before at the WEC will encourage short tour riders to stay through to the annual show. Problem: Stabling is separately coordinated. Riders should be able to pay once and stay in the same stall for the entire weekend if they attend both shows.
- Monetary incentives were discussed such as decreased stall rates. Problems with USEF rules. Also noted that \$10 will be unlikely to change anyone's decision to attend or not attend given the overall show cost.
- Evening activities or entertainment discussed: Progressive dinner by barn, Jousting exhibition, Freestyles at Prix St. George Levels and higher at night, Costume classes at Night.

ACTION PLAN: Corinne will arrange a Jousting exhibition for Saturday night.

#### NEW BUSINESS

SCHOOL START DATE vs. SHORT TOUR EOY SHOW: A short discussion took place regarding the conflict between the new Short tour EOY show date (the Friday before the Annual Show) and school for Jr/YR members. School absence policies were discussed as well as speculation over the effect on Jr/YR attendance at the show. Nothing can be done to change the date of this year's show and the new placement in the calendar is projected to continue for future years. NO ACTION to be taken.

EDUCATIONAL SCHOLARSHIPS POLICY UPDATE: Three problems with the current system were

discussed:

- Currently, some award recipients list no volunteer work on their applications. It was suggested that a separate section can be added to the form for volunteer work. It was additionally suggested to require volunteer work of all applicants with a minimum of 4 hours starting in 2014. Ideas for qualifying activities should be listed, such as scribing, running, setting up or breaking down for shows, etc.
- Some recipients take a very long time to submit their articles to the UDS newsletter. Suggested that articles must be submitted within six months.
- Some individuals receive the awards multiple years in a row due to lack of applications, while UDS board members who provide ample service are ineligible. Meanwhile, it is difficult to get new board members because of the time commitment and lack of incentives. Suggested that Board members become eligible for scholarships.

NEWSLETTER COPYRIGHT INFRINGEMENT: Nance distributed copies of the newsletter showing images used without credit to the source, and product images showing product trademark names and logos. A policy is needed to protect the UDS from future litigation. Suggested that we limit use to our own images and clipart. ACTION PLAN: Sari will speak with Shelley Bigler.

ADVERTISING POLICY REVISION: Discussion took place concerning the allowed length and size of free classified ads in the UDS newsletter. Additionally, discussion took place concerning the limit on the number of free ads. Points were made that competing sites such as ksl classifieds and craigslist allow unlimited free ads within a certain word limit. Observations were made that some of the ads in the current newsletter do not look like classified ads but rather rival half-page paid business ads. Ideas included: 100 words limit or 50 word limit; no pictures; ads available on the website as well as in the newsletter; distinction between items for sale versus trainers and services; ads should appear similar to classified ads in newspapers. ACTION PLAN: Nance and Sari will work on policy rewrite. Item will be revisited in July meeting.

BITLESS BRIDLES IN SHORT TOUR: Unanimous opinion that, because short tour is an educational experience meant to prepare competitors for USEF/USDF rated shows, bitless bridles will not be allowed. ACTION PLAN: Nance will inform the petitioning competitor.

2014 SHORT TOUR MANUAL: Eva noted clothing rules need revision. ACTION PLAN: All members will read through the short tour manual and get comments to Nance within one month.

MEETING ADJOURNED at 8:28PM

NEXT MEETING, JULY 10<sup>th</sup> 6:30PM