

Utah Dressage Society
Meeting Minutes
January 7, 2016
Aubergine & Company, 1365 S State St, Orem, UT 84097

Board Members in Attendance: Stacey Hornsby, President; Sydni Nusink, Vice President; Lara Oles, Director of Communications; Caryn Bloom, Secretary; Donnette Hicks, Director of Education; Lee Hornsby, Director of Membership; Niki Thomas, Director of Competitions

Call to Order: 6:45 PM, Stacey Hornsby

1. Review of December Minutes - Board
 - a. Minor modifications for clarity were discussed. Caryn to make updates and publish to website.
 - b. Meeting minutes approved by all board members with no objections or abstentions.
2. Financial Report - Stacey for Allison
 - a. Silent auction generated an additional \$50 over previous reported numbers.
 - b. Since our budget is now over \$50k additional auditing is required by a certified bookkeeper, by law.
 - c. Motion made by Lara that our books are audited by a CPA or Accountant every two years or when the position of Treasurer changes hands.
 - i. Board voted and approved with no objections or abstentions
 - d. Request was made to have the books audited immediately since they have not been done in several years.
 - e. Budget shows we have spent \$4k more than we have budgeted.
 - f. There are a few outstanding questions concerning the budget. Need clarification from Allison and/or a CPA. Stacey to send a note to Allison requesting clarification and/or the hand-over of the books for review.
3. Competitions - Niki/Stacey
 - a. At the time the Board voted Niki Thomas in at the December board meeting, she was not a member. Therefore we had to remove Niki from her position. Niki has since renewed her membership and is now a UDS member.
 - i. Motion made to re-vote Niki in. Board approved with no objections or abstentions.
 - b. We still need a TD for UDS show. Niki to arrange/coordinate.
 - c. Niki responsible for travel and hotel for our judges, TD, etc. Donnette and Niki to discuss cost saving recommendations.
 - d. Year-end Awards - We will create an award tabulation sub-committee for this year's year-end awards
 - i. Committee members will consist of Education (Donnette), Communications (Lara), VP (Sydni), and Competitions (Niki).
 - ii. Lara contacted USDF for year-end standings for newsletter. Board agreed that we should be able to use USDF provided results for next year.
4. Membership Report - Lee
 - a. Currently we have 83 members, 6 new, 12 renewals since Lee received books from Christine (about 10 days ago).
5. Communications Report - Lara
 - a. According to rules we need to send out a notification to members that if you haven't renewed then this next newsletter will be their last. (Rules need to change to November to be in accordance with membership year)
 - b. Donnette working with her publisher for Eclectic Horseman to re-publish her articles in our newsletter.
 - c. Lara requested that we add a calendar reminder for the newsletter content deadline on the 10th of each month. Lee to also send birthdays by 10th of the month.

- d. Communications responsible for keeping track of paid ads for newsletter and website. Need to define what is paid for and how much. Website drives traffic so the cost should reflect that.
 - e. Question arose who owns barn/trainer directories. Not clearly defined in by-laws/rules. (Open item)
 - f. Membership directory to be delivered quarterly to members per by-laws.
6. Education
- a. Winter Symposium update
 - i. Agenda is set. Posted on website and available in printed form to be posted at barns/businesses.
 - ii. Tarahumara to sponsor our meals for the symposium. Need to post ad on website to recognize their generosity - over \$1,000 food and beverages. Need to send copy of newsletter, program to sponsor. (Update: Sent them a notebook)
 - b. Instructor Certification Refresher Course
 - i. Sage Creek will be sponsoring the accommodations and meals for clinician in addition to facility for event. Need to add Sage Creek logo to website for this.
 - ii. We received \$1,000 grant from The Dressage Foundation - Violet Hopkins Grant. Need to add logo on our website as a sponsor.
 - iii. Tisha Green has agreed to participate in this event. Because of this, we are projected to break even for this event.
 - iv. Need to send an email blast to other clubs for this event to try and get more Participating Instructors. (Update: sent email blast to regions)
 - c. Freestyle clinic scheduled for 3/26. Planning in the works with Jan Lawrence and Donnette.
 - d. Donnette still working on acquiring Kristi Wysocki for an AA event. Requested discussion to be tabled until next meeting.
7. JR/YR Report
- a. There is a meeting on 1/9 to plan the monthly events for 2016 with Lauren and Stacey.
 - b. Currently about 30 JR/YR in the club.
8. Old business
- a. Rebranding the club
 - i. In 2016 we will treat everyone like they are a new member and they will receive the same welcome package and gifts as new members.
 - ii. New members will receive a keychain, pen, and decal as well as a welcome letter.
 - 1. Throughout the year the packet will change depending on the month you join. Lee to write tiers to define this for 2017 year since 2016 all members will be treated as a new member.
 - iii. Marketing/Merchandising
 - 1. Recommend to allocate \$1500 of 2016 budget for items for sale at shows and events.
 - a. Suggested purchasing in increments of 20 so that we can hopefully get sponsor participation.
 - 2. Recommendation for us to gift Josie some funds for her effort coordinating the ordering of the merchandising. Recommend 10-25% of total bill (sliding scale depending on difficulty of order). Board to determine what is justifiable for each effort.
 - b. Open Treasurer position
 - i. Treasurer position still open. Seeking a replacement for Allison.
 - c. Omnibus
 - i. Next year we would like to have a JR/YR art contest for the Omnibus cover.
 - ii. Omnibus to go to print by the end of January.
 - d. Rules/By-laws Update
 - i. A proposal that all grievances with the club need to be formally submitted via a form. This needs to be defined and added to the policies/procedures.

- ii. Need to clarify in by-laws/rules that perpetual awards are only awarded to those that have competed in the UDS recognized show.
 - iii. Need to clarify if/how classes will be divided/awarded for short tour show and who receives ribbons. (Addresses Sydni's concerns of Open riders competing for owners)
 - iv. A Sub-committee for by-laws, rules and policies/procedures document revisions has been set up.
 - 1. Niki, Caryn, Lee, Stacey to meet on 1/29 @ 6pm at Caryn's house to revise.
- 9. New Business
 - a. Website - Caryn
 - i. We own 3 domains. utahdressagesociety.com, utahdressagesociety.org, and utahdressagingsociety.net. Our "paid for" hosted site is utahdressagesociety.com not utahdressagesociety.org. The .com site only gets 1 email address for free. .org gets 100. Caryn to call GoDaddy to see that (since we own all domains) if we can change the hosting package to the .org.
 - 1. Currently paid up for 3 years of hosting for .com
 - 2. Caryn to research transfer hosting to Host Gator and cost implications.
 - ii. Intellectual property
 - 1. When board members leave, there is nothing in our rules/policies that says that website and social media is the property of UDS as intellectual property. We need to clarify this in our updated rules/policies.
 - iii. Caryn has organized all historical files and implemented naming conventions for future board members to follow.
 - iv. Caryn to create a summary document for all log-in/password and connectivity info. as well as best practices for maintenance of website and files.
 - v. Caryn recommended that we upload all club materials to a single source such as Google Drive. This provides a single point of organization for all historical club information. Stacey as Admin/Owner of Google Account (utahdressagesociety@gmail.com) can add and revoke people as necessary. When position of President and/or Secretary changes, we can easily pass content from one person to the next.
 - vi. Discussed creating a member only section for website. Need to determine if this is a worthy effort.
 - b. Corporate Sponsorship
 - i. Reviewed proposed tiered corporate sponsors provided by Stacey.
 - ii. Vice President to own the securing of sponsors and tracking of sponsors going forward. We need to update by-laws to reflect this added role.
 - iii. Contracts need to be drafted for our sponsors to lock them into their sponsorship.
 - iv. Communications and Website needs to stay in the loop when sponsors are secured so they can reflect that in the newsletter and website.
 - v. Need to define how many sponsorships are available for each tier (i.e. only 2 available for title sponsor package given showground limitations).
 - c. Board Members and Social Media/Representing UDS
 - i. Board needs to be cognoscente that we are the face of UDS and need to uphold certain standards of ethics when interacting on social media.
 - ii. Twitter/Instagram
 - 1. Caryn has reserved a Twitter account for UDS. Once fully set up, we need to promote this so UDS members can start tagging UDS in their posts.
 - 2. We should create an Instagram account for the same reason.
 - iii. Need to determine how we manage negative comments/feedback.
 - 1. Need to define in rules/policies that UDS has right to remove comments/posts if deemed inappropriate or off-tangent.

Meeting Adjourned: 9:15pm