

WDAFL Board Meeting
February 12, 2017 - 7:30 PM Conference Call

Call to Order:

The meeting was called to order with all board members present by 7:35 PM.

Approval of Minutes:

The board reviewed the minutes from the 1/20/2017 Board meeting and 1/21/2017 Annual meeting minutes. Emily moved to accept the minutes, seconded by Patty, and unanimously approved.

Treasurer Report:

Andrea reported on the financial status of the association. Susan moved to accept the report, seconded by Emily, and unanimously approved.

Membership Report:

Current Status: Susan reported we currently have 92 paid members with 18 still on the expired list for which paypal invoices have been sent.

2017 Meet and Greets: Daryl reported on the status of planning a meet and greet during the upcoming Western Dressage education day being hosted by Show Your Horse on 2/25 at the Florida Horse Park as well as the following day for the shows being held by STRIDE and Show Your Horse. It is unclear why, but the idea was not well received by the Show Your Horse management. Andrea stated that a better plan may be to not attend these events and instead, plan to attend the Horse and Pet Expo that will be held at the Ocala Livestock Pavilion on April 1. The event is being sponsored by Elite Equestrian magazine. The cost to have a booth is \$75. Andrea will take care of making contact and getting us a booth. Marie Frances will reach out to the management of the event to determine if it is possible to have a Western Dressage demo.

We further discussed the need to reach out to do a meeting and greet somewhere in the southeast area of the state. Carole will also look into attending the reining event to be held at the Jacksonville Equestrian center February 24-26. Rachel commented she will be there and it would be a great opportunity for a meet and greet. She will be available some of the time during that weekend.

We also discussed looking into meet and greet possibilities in the Tallahassee area.

High Point Program: Daryl asked that the board put some thought into how to handle the awards presentations for next year, as well as how to fund the program. We should also think about a novice division or a division for 4-H and Horse and Pony program participants.

Website and Newsletter Reports:

Meeting Minutes and Financial Reports: After discussion about posting these on our website, Susan moved that board meeting minutes, but not financial reports, be posted on the website in the area of "about us" under the Board of Directors info. 2nd by Andrea, and unanimously approved. Minutes that have been approved will be provided to the web master for posting in this area.

Board Email Addresses: We have had a request to provide the board member's emails to a member. Daryl suggested that we have the web master set up an email such as Daryl@WDAFL.org for each board member so that personal emails do not have to be used. The board agreed to this approach. Daryl will work to get this done.

Website Upcoming Events Button: Discussion was had about where this button points. It currently goes to our FaceBook page. The board determined it should point to the calendar maintained on the website, rather than the FaceBook page.

Newsletter Feb/March: Carole has been working on a newsletter through the template provided in MailChimp. Susan has submitted two articles, Daryl has reached out to the mothers of two of our youth members to submit an article about them, and we are working on an interview with our most eldest member, Jack Hennig. Carole will continue to work on this with a goal of issuing it before the end of February.

Education:

January 21 Event Review: Marie Frances reported that since it was planned in a matter of just 3 weeks, the event was a success. All board members agreed.

Education Ideas: Discussion was had with regard to holding another education event in another part of the State this year. Rachel mentioned she has a relationship with a world renowned clinician with whom she arranged a clinic in Michigan. The board asked Rachel to obtain details about cost and arrangements for inviting this clinician to Florida and to report back at our next meeting. Marie Frances will look into opportunities that may exist at the State 4-H show to be held July 12-14 at the State Fairgrounds in Tampa for doing a demonstration and having a table for the association.

Grant/Scholarship Program:

Daryl led the discussion with regard to how much championship show profits should be used. The smallest amount, not including sponsorship monies, was determined to be about \$1800. The board agreed to start there. Patty has been researching grant applications and has a site with one for all of us to review. She will develop the idea of sponsorship of championship show attendance for an amateur and youth member in the amount of about \$250 each, leaving about \$1300 for education grants. She will further develop this idea and report back to the board by email by the end of next week.

Other; Championship Show Format:

Some discussion centered around 2-day show or one-day show with education day prior to the show day. Clearly, lots of planning needs to be taking place regarding this event. Marie Frances suggested that solid plans need to be in place no later than April. As the evening was getting late, Susan suggested that we may need to have a meeting/conference call solely on this topic to get things hashed out. The board agreed.

Adjournment:

Susan moved to adjourn. 2nd by Andrea. Agreed to unanimously. Meeting was adjourned at 9:17 pm.

Next conference call is scheduled for March 5.