

WDAFL Board Meeting Minutes  
Sept. 17, 2017  
7:30 PM Conference Call

Call To Order – Daryl called the meeting to order ta 7:36 PM. Board members present were Marie France, Susan, Andrea, Carole, Rachel, and Amy. Patti is on extended excused absence. Julie was not present, excused due to lack of communication abilities after Hurricane Irma.

- I. Secretary/Membership Report – Susan
  - a. Minutes of Aug. 13 Board Meeting – presented the minutes. Amy moved to approve, Carole 2<sup>nd</sup>. Minutes approved and will be posted on website.
  - b. Membership & High Point – We now have 112 members! 38 horse/rider pairs participating in High Point Program.
  
- II. Treasurer Report – Andrea – Regions account has \$10,831.02, PayPal has \$793.69. Largest expense this month was \$425 for website maintenance and newsletter. Carole has sold some WD stickers and will continue. Susan moved to approve report. Carole 2<sup>nd</sup>. Treasurer report approved.
  
- II. 2017 Championships – Daryl
  - a. **Sponsors confirmed:** Silver (\$500): Gator Horse Trailers, Palm Equestrian Academy, Circle S Horse Transport, Boot Barn. Bronze (\$250): Sunshine Classic Horse Shows, Training Four Life, Najorka Performance Horses, Ocala Equine Hospital, TownPlace Suites – The Villages (comp rooms). These rooms will be used for the judges who need to stay off the show grounds.
  - b. **Exhibitor Party:** Susan suggested that while Patty Davis is on extended excused absence from the Board, she may still be willing to coordinate this event. Daryl agreed to reach out to her to see if she would be interested.
  - c. **Contracted Officials:** Sat. Schooling Show – Vicki Rollack “L”, Christie Lehnert-Slayton “L”; Ride-a-Test: Stephanie Mosley. Sun. Championships - Joanne Coy “R”, Heinner Jeibmann “R”. Steward and EMT will be hired by Gayle, Show Manager.
  - d. **WDAA Sanctioned:** Marie-Frances stated that she will take care of the paperwork.
  - e. **Advertising:** Need help from everyone on this. Marie-Frances will be receiving the ad copy, Daryl will need to know who is advertising so invoices can be mailed. All info on advertising is available on the website.
  - f. **Vendors:** Daryl presented the vendor information and application form. Fees for non Sponsor vendors are \$65 for a table, \$125 for a tent of any size (up to 10’ by

20'), \$175 for a tack trailer, and \$275 for a display vehicle or trailer (maximum of 2).

- g. **Championship Newsletter:** Daryl presented her draft of the newsletter that will go out. Sponsor logos will be added to it.
  - h. **Championship Grants** – as no applications have been received, the board determined to extend the deadline to October 10. The exec committee will be able to select grantees through email contact.
  - i. **Show Bill:** The show bill has been delayed due to the effects of Hurricane Irma. Show manager has stated it will be completed by the end of this week.
  - j. **Volunteers:** Susan will be coordinating prior to Championship show. Daryl provided a list of all of the volunteer jobs we need to fill. It is important that all board members work to recruit volunteers. Carole stated that she and a possible friend will be available to volunteer for the weekend.
- III. Championship Advertising Budget – Facebook ads: Last year, \$700 was spent on print advertising. This year, the board elected to only do on-line promotion. Logan will post the ads, and will use about 4 different ads posted at different times. She charges \$30 per hour for her work. Susan moved that the board authorize up to \$300 to be spent on this advertising, including Logan's fee. Carole 2<sup>nd</sup>. Board approved.
- IV. Advertising Policy when asked to advertise. Daryl presented the following suggestion: "WDAFL, as a 501 (c)(3) member driven organization, is committed to supporting our Educational Mission. To that end, advertising \$ will be allocated by the Board to promote WDAFL events & activities. We also have outreach efforts that encourage various non profit groups and individuals to pursue western dressage, to this end the Board may elect to advertise WDAFL to these audiences". Susan moved that up to \$300 be allocated for advertising under this policy with the exec committee authorized to approve the ads. Marie Frances 2<sup>nd</sup>. Hearing no opposition, the policy was approved.
- V. Jec Clinic Feb. 10 & 11, 2018: Problems have arisen with regard to the earlier planned site in the Sarasota area. Rachel reported that she reached out to Vickie Rollack concerning the possibility of using Charlotte Trentleman's covered facility. Charlotte graciously agreed and will charge just \$100 per day for the use of the arena, and \$15 per day for stalls. Income and expense estimates were also presented. Amy moved that the association move forward with the event at the Trentleman facility and authorize paying the deposit for the clinician. Carole 2<sup>nd</sup>. Hearing no opposition, the motion was approved.
- VI. Other: Andrea reported that she has received the affiliate trophy for the world show and will get it to Marie Frances before she leaves for the show.

Adjournment: Andrea moved to adjourn. All members 2<sup>nd</sup>! Meeting adjourned at 8:45 pm.