

WDAFL Board Meeting  
February 18, 2018  
7:00 PM Conference Call

Call To Order – Patricia called the meeting to order at 7:02 pm. Present were Marie-Frances, Susan, Amy, Rachel, and Terri. Stephanie was absent.

I. Secretary/Membership Report

- a. Minutes of January 28 Board Meeting – minutes were presented. Marie-Frances moved to approve. 2<sup>nd</sup> by Rachel. No objections. Approved.
- b. Membership Renewal Update – currently have 72 active members. 2 more are pending due to required email issues. Thanks to Terri for recruiting 10 just this month! Earlier this week, Susan sent an email to all expired members urging them to renew or tell us why they have not. Unfortunately, this only resulted in 1 member renewing at the current time. It could be a matter of the emails coming from our email going into people's junk/trash boxes. Susan will work on contacting individuals. Currently also have 20 horse/rider pairs signed up for high point program.

II. Treasurer Report

- a. Transition Period – still in process of transferring these duties to Terri. Likely will be able to get all of the financial information to her at the Tampa show on February 24.
- b. January Education Day – Income, \$520; expense, \$639.13 for Facility, \$421.56 for food, \$65 for printing and water. Awards in a different budget item. Loss of \$605.69.
- c. Jec Clinic – Income from riders, \$2480; Jec expense, \$2924; facility, \$420.50; auditor income, \$175. \$689.50 loss plus other expenses (food, misc) yet to be determined.

III. Officer Nomination and Election Complete-Need Photos and Bios

Photos and bios are needed from Terri, Stephanie, and Amy for the website. Please send to Susan.

IV. Jec Clinic Feb. 10 & 11, 2018

- a. Recap-Financial – see treasurer report above.
- b. Ideas to Improve/Change – definitely need more participants. Consider marketing ideas that expand beyond just our membership and social media.

c. Thank you from WDAFL to Jec – Patty will complete this.

V. Championships Survey Results

- a. Survey results clearly indicate participants want to remain at Grand Oaks resort for the same weekend (Veteran's day weekend), keep out of state judges, and would prefer the first day schooling show/education and second day competition format. However, some indicate costs are high. Also, we need to figure out how to continue the show under this format and still make money, as last year it was about a break even event. All agreed that we need to make much more emphasis to obtain more sponsorships. Awards were expensive last year as there were an excessive amount ordered, although the extra can be used this year. Biggest expenses were facility, manager judges and awards.
- b. Susan made a motion to go ahead and make the decision to hold the event the same weekend, at Grand Oaks, with continued same show manager and secretary. Terri 2<sup>nd</sup>. No objections. Approved. Marie-Frances will contact all involved to get the show scheduled.

VI. Other

- a. Meet and Greets – Patty reported that an event being planned by Ken Najorka in Williston has been canceled. He will be doing some shows at Canterbury and Patty will get those dates. Patty and Susan will possibly travel to the Jacksonville area for a meet and greet.
- b. Second Quarter Events – still continuing with scholarship program. Need more work to advertise these opportunities.
- c. 4-H – Patty will look into possible activities to concentrate on the youth education.
- d. USEF Youth Video – Marie-Frances reported that we need one more day of filming and interviewing. Then will have editing to do. Marie-Frances has offered to complete at the Palm show coming up this spring but needs a coordinator since she is busy running the show. Patty may be able to serve in that capacity.

Adjournment – Next meeting will be March 11 at 7:30 pm. Susan moved to adjourn, 2<sup>nd</sup> by Marie-Frances. Meeting adjourned at 8:10 pm.