

WDAFL Special Board Meeting
April 29, 2018
7:30 PM Conference Call

Patty called the meeting to order at 7:34 pm with Marie-Frances, Susan, Terri, Rachel, and Amy all present. Stephanie was absent.

Patty opened the meeting stating that the sole purpose of this meeting was to discuss the championship show. Questions included should we do it at all, should it be USEF sanctioned, what should Saturday be, etc.

Terri stated that she was at a show yesterday and said they could have up to 18 riders attend, and at least 15 signed as USEF amateurs competing for USEF and WDAA points. These folks want the championship show and they want it to be USEF sanctioned. She stated that WDAFL member, Tim Christensen offered to form a committee to run the show if that was necessary. She stated she knew of at least 16 riders that would do 3 tests each in a one day show format. They would do 6 rides each in a two day show format. She has 1 new youth participant, 2 new amateurs, and one new open rider that would be new to the show. She is also already asking for sponsorships as is Patty.

Marie-Frances stated that the goal should be to grow the show, but that it has actually been declining in participation. However, anything is worth at least a 5-year plan to see if it can get up off the ground and running. 2018 would be the 4th year of the show. Education, the stated main goal of the association, is hurting because this show hasn't raised the funds needed to keep doing education events. She provided all board members with a financial summary (as best as can be figured) from last year's show. It was missing a few items but showed that at best, the show broke even. She is willing to work on the show again and agrees it should be USEF. She also got information on last year's USEF participation. 5 riders did not hold USEF amateur card (about 20% of the participants). Patty stated that her group did pay the USEF fees last year, but would not do it this year and would compete in the open classes instead.

Susan stated that doing the show appears that it would not break the bank. We currently have approximately \$9-10,000 with the only large outlay coming being high point program awards in January with an education day. The website is not up to date in terms of sponsorship forms but she will get that updated immediately. She stated the show is obviously lots of work, but feels we should do it. The survey we conducted showed that folks want the same format as last year; Saturday schooling/education, and Sunday championship show. She also stated that if it is a USEF show, she is not willing to pay those fees to compete in an amateur class. She will compete in the open division. She is also not happy that USEF gets a percentage of every class fee we collect.

Rachel stated she felt we should do the show. She agreed that it should be Saturday education day and Sunday championship day. She also believes it should be USEF and we all need to take on various responsibilities for the show.

Marie-Frances stated we need to tweak the advertising of the show to reach more people. We also need a better formula for Saturday. Again, folks need to step up and take on jobs.

Amy is in favor of having the show. She is willing to work on sponsorships, as she was last year, but last year she never got a good list of who to contact to request sponsorships. Yes, it should be a USEF show with the format of one day of education and one day of championship show.

Susan made a motion to hold the show with Saturday as education day and Sunday as championship day with the Sunday show being USEF. Amy 2nd, and the board unanimously approved.

We then assigned jobs for board members:

Sponsorships – Patty, Terri and Amy.

Judges – Marie-Frances

Volunteers – Susan

Program – Marie-Frances working with Logan (same lady we used last year).

Show Management Liaison – Marie-Frances

Exhibitor's Party – Terri

Managing the volunteers and Judges during the show – Possibly member Liz Saylor. Susan and Marie-Frances will discuss this with her.

Announcer – Terri

Saturday Format Planning – Patty, with help from others as requested.

Marie-Frances stated we need to hire Logan now to promote the show and get advertising spread wider. The board agreed. Marie-Frances will work with her.

The board agreed that we need to work hard to have all sponsorships completed and paid by August 1.

We will also set a goal of having the show bill released by early September. Getting the USEF and WDAA sanctions as well as judges needs to happen before we can get the show bill out. Marie-Frances will get the USEF and WDAA approvals.

Susan suggested that the entire board make wide use of communicating on issues through email. We can even vote on issues that way, if need be. Don't hold issues waiting for the next board conference call.

The next board meeting is set for May 20, 7:30 pm, via conference call.

Terri moved to adjourn. 2nd by Marie-Frances. Meeting adjourned at 8:40 pm.