

# IHJA Board Meeting Minutes

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March 14, 2022

7:00 pm – Zoom Meeting

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## Attendance

### Officers/Board Members Present:

<input checked="" type="checkbox"/> Victoria Willock	<input checked="" type="checkbox"/> Dawn Stumm	<input checked="" type="checkbox"/> Heather Vaught
<input checked="" type="checkbox"/> Maggie Boyle	<input checked="" type="checkbox"/> Terri Foreman	<input checked="" type="checkbox"/> Holly Maclean-Whittaker
<input checked="" type="checkbox"/> Amy Ochoa	<input checked="" type="checkbox"/> Ingrid Schoenlein	<input checked="" type="checkbox"/> Erica Zirkelbach

### Guests Present:

Sarah Burton

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## Call to Order

Meeting was called to order by Victoria Willock at 7:05 pm

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## GUEST BUSINESS

### Annual Show Manager Proposal

Ms. Burton shared that she put together her proposal based on the activities that are required to run a successful horse show, outlining things that would be her responsibility and what would be IHJA's responsibility. Ms. Burton stated that she had a few primary objectives: to ensure that the show was profitable, to promote the Hoosier Horse Park as a good venue for horse shows, and to expand the attendance outside of the normal attendees. Ms. Burton described several strategies that could be implemented to help meet those objectives:

- Marketing to Eventers by preparing a schedule/flyers that makes it easy for them to identify classes that are consistent with their discipline
- Posting flyers at the horse park so that it can be seen by prospective attendees who are attending other events.

The fee for course designing was discussed. Ms. Burton shared that the fee included the course designing and course setting activities. If the board wanted to in-source course design, then they would also need to plan for course setting as well. The Board decided to include course design in Ms. Burton's contract.

Ms. Foreman made a motion that Ms. Burton's contract be approved as written, including course design. Ms. Schoenlein seconded the motion. **Motion carried unanimously with no objections.**

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## OLD BUSINESS

**Financial Report** Ms. Vaught shared the following details from the Financial Report:

### 1/24/2022 to 3/13/2022:

Income:	\$2,280.32
Expenses:	\$658.34

### Account Balances:

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Checking:	\$ 4,888.64
Savings:	\$20,139.48
Horseman's Assistance Fund:	\$5,647.14
<b>TOTAL:</b>	<b>\$30,675.58</b>

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## Membership Report

Ms. Vaught shared the following membership information:  
2022 Memberships: 78 (increase of 27 from previous)  
2022 Horse Registrations: 55 (increase of 18 from previous)

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## Report from USHJA Meeting

Ms. Foreman reported the following updates from USHJA:

- USEF is implementing a "channeling" system – a national and regional level and lowering the allowable distance between horse shows, with two levels of HOTY awards. Also a renewed effort for C-rated shows. There is some pushback from local organizations that host year-end awards because these changes would add additional expense.
  - USHJA is happy with the Outreach program and is increasing focus. In 2023, there will be an East Coast National Championships with the same format as Las Vegas. Because there will not be an East Coast championship this year, USHJA is going to hold trial "Outreach Festivals" in four Zones (2, 5, 8, and 10) for which USHJA will supply swag. In Zone 5, the Festival will be held at Ledges during their B Medal Finals in September. To be eligible to compete at the festival, riders will need to compete in at least one Outreach show during the season.
  - National Finals will be held in Las Vegas in 2022. Affiliate sections will now offer \$1000 prize money per section. Adding 1.0m jumpers and splitting 2'6" hunters into adults and children.
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## 2022 IHJA Annual Show

Ms. Schoenlein had previously sent a proposed budget and proposed Show Manager contract to the board for review. Ms. Schoenlein is contacting prospective judges and has already secured the announcer, EMT, and food truck. A robust conversation was held about the Annual Horse Show budget and what the organization would need to do in order to ensure that the show at least breaks even. The Board expressed many concerns about attendance and identified several trainers who had previously attended but would either not be able to attend or would have fewer entries from previous years. Ms. Vaught reported that last year's horse show yielded approximately \$330 per entry and suggested that the budget be made with an assumption of 30-45 horses may attend.

- Each line item was reviewed by the board and adjusted as deemed appropriate.
- Some line items were removed from the budget and were decided that they could be added back if sponsorships or registrations allow.

Ms. Willock suggested that we treat prize money as add-back classes in order to mitigate the risk.

Consignment Sale: Junior Board will host a Consignment Sale at the Annual Show. The Consignment Sale could be advertised in places that are local to the show. It also needs to be advertised to prospective attendees so that they are prepared to bring items to donate or consign.

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Ms. Foreman made a motion to accept the adjusted budget with prize money handled as add-back (mechanism to be determined at a later date). Ms. Stumm seconded the motion. **Motion carried unanimously with no objections.**

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## Year-End Awards

Ms. Ochoa reported that all awards have been received from the vendors and are in the process of being distributed. Perpetual trophies are in the process of being redistributed.

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## NEW BUSINESS

### Rules Committee

Ms. Willock shared that there are currently discrepancies within the IHJA Rule Book and USEF/USHJA division decisions. Ms. MacLean stated that she would need assistance in order to tackle the entire IHJA and USEF Rule Books.

- Ms. Schoenlein volunteered to review Hunter divisions.
  - Ms. Stumm volunteered to review Jumper divisions.
  - Ms. MacLean stated that she would review Equitation divisions.
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### Finance/Fundraising

Ms. Stumm indicated that everyone on the Board should inquire with their clients about potential sponsorships. Forms and flyers will be updated to support this year's fundraising efforts.

Ms. Foreman suggested a new sponsorship level for organizations to "bring your own banner"

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### Junior Board

Ms. Zirkelbach asked how the Junior Board is structured, how members are recruited, and how long their Junior Board members stay on the Junior Board. Ms. Vaught suggested that Ms. Zirkelbach post an appeal to Facebook and Instagram for Junior Board members. Ms. Willock suggested that the Junior Board also find opportunities to volunteer in the community.

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### Communication

Ms. Zirkelbach reported that there had been no responses to the request for information about Medal Final Champions to post on the Social Media platforms yielded no responses.

Ms. Zirkelbach requested photos that could be used as "stock photos" for future posts.

Ms. Vaught and Ms. Stumm are going to send photos and information for the Junior Sportsmanship award winners to be posted.

Ms. Zirkelbach requested additional information about the Annual Show that could be used to promote the event on social media.

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### Education

Ms. Foreman stated that she was looking into possible clinic locations.

Ms. Zirkelbach suggested that the organization host a virtual or in-person clinic with a vet or other horse-related professional.

Ms. Willock suggested that the Junior Board take on the Horsemanship Quiz challenge.

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## Medal Finals

Ms. Boyle clarified that the judge needed to be at least an “r.” Ms. Foreman suggested that Medal Finals would be a good opportunity for an education event, like a chiropractic demo during lunch.

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## Point Issues

Ms. Willock shared that the new Points Secretary has identified multiple problems that interfere with mapping USEF sections to IHJA recognized divisions.

- Intermediate Child/Adult Jumper (0.8-0.85m): In the past, points for this division have been counted inconsistently with IHJA with Puddle and Mini Jumpers. However, the USEF rules for that division do not align with the IHJA rules for either division with respect to height, cross-entry rules, and eligibility (amateur vs. professional). Ms. Boyle stated that she felt that it should be its own division and not combined with another IHJA division. Ms. Stumm agreed. Ms. Stumm made a motion to make an extraordinary rule change to add the following division to the IHJA Rule Book. Ms. Ochoa seconded the motion.  
**Motion carried unanimously with no objections.**

### Intermediate Children's/Adult Jumper

*Eligibility: Open to all jumpers ridden by Junior or Amateur riders. Rider may not cross-enter any classes above 0.85m at the same show.*

*Fences: 0.80-0.85*

*Scoring: Current USEF Jumper Rules to apply.*

- Green Hunter: The IHJA Rule Book specifies that Green Hunters should be at a height of 3'0" to 3'3". Rated shows hold Green Hunter divisions at multiple heights and combine the classes, and the Points Secretary has no way of knowing what height was actually jumped. Ms. Stumm made a motion to make an extraordinary rule change to update the Green Hunter division to the IHJA Rule Book as follows (changes highlighted). Ms. Boyle seconded the motion. **Motion carried unanimously with no objections.**

### Green Hunter

*Fence height 3'0" - 3'9". **Schooling shows may run this division at the height of 3'0".** Open to horses of any age in their first or second year of showing at any USEF or IHJA recognized show at 3'. Ponies not allowed. To be judged on performance, soundness and way of going. Not to be jogged.*

Ms. Vaught stated that the version date on the Rule Book would be updated and sent to David Bridges to be posted on the website.

Ms. Willock also stated that our member database has limited USEF numbers, and that USEF numbers are critical to the program operating correctly. Ms. Stumm stated that trainers should be able to get a list of their riders' and horses' USEF numbers and send it to Ms. Vaught to be updated. Ms. Vaught will send an email to trainers to try to get numbers.

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## Volunteer Incentive Idea

Ms. Stumm suggested that the organization consider opportunities for volunteers at the Annual Show to earn credit (\$10-20) for certain activities, like setup and tear-down. Ms. Willock

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suggested that there would need to be a Board Member responsible for ensuring that the volunteer actually did the job suggested. Ms. Vaught suggested that the volunteer could receive a voucher from the Board Member that would be turned in at the show office in order to receive the credit. Ms. Schoenlein cautioned against relying solely on volunteers for certain jobs, because if the volunteers don't show up, someone would still need to do the job. Ms. Foreman suggested that we might need to ensure that the numbers are limited so that the organization doesn't end up reducing revenue for minimal work.

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## **Board Meeting Schedule for 2022**

- May 16 via Zoom
  - July 18
  - September 12
  - November 14 (General Membership meeting)
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## **Adjournment**

Meeting adjourned by Ms. Willock at 9:17 pm.

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