

IHJA Board Meeting Minutes

May 16, 2022

7:00 pm – Zoom Meeting

Attendance

Officers/Board Members Present:

<input checked="" type="checkbox"/> Victoria Willock	<input checked="" type="checkbox"/> Dawn Stumm	<input checked="" type="checkbox"/> Heather Vaught
<input 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 type="checkbox"/> Erica Zirkelbach

Guests Present:

Sarah Burton, Kelly Dold

Call to Order

Meeting was called to order by Victoria Willock at 7:03 pm

GUEST BUSINESS

Kelly Dold

Ms. Dold, who works with the Purdue Vet Hospital, was introduced by Ms. Schoenlein. Ms. Dold represents the new David and Bonnie Brenner Small Animal, Equine, and Farm hospitals on campus, the Animal Disease Diagnostic Laboratory on campus, as well as the Caesar's Entertainment Equine Specialty Hospital in Shelbyville. They have been looking for ways to become more involved in equine organizations and are interested in sponsoring the Annual Show. Ms. Dold inquired about banner sizes for medium and large banners. Ms. Stumm and Ms. Schoenlein stated that we would look up the information and let Ms. Dold know. Ms. Dold also offered to donate embroidered blankets as prizes for the show.

Sarah Burton

Annual Horse Show updates: draft class schedule was sent to the Board prior to the meeting.

- Ms. Schoenlein suggested that the groundpole and beginner classes be moved to the Jumper Ring. Ms. Burton expressed concerns about logistics, including dividing the Jumper ring into three sections to include the Jumper course, schooling for hunters, and the "beginner ring." Ms. Foreman and Ms. Willock made suggestions for how to divide the Jumper Ring to accommodate all of the functions. Ms. Burton indicated that dividing the ring was possible, but that we might need additional materials to function as dividers.
- Ms. Willock, Ms. Schoenlein, and Ms. Stumm stated that the Hunter Derby, Gambler's Choice, and Stakes classes should all be advertised as "add-back" classes. Also, that the entry fee for the Gambler's Choice and Hunter Derby should both be \$100.
- Ms. Willock asked if it would be feasible to raise prices per class by \$5-10. Ms. Burton and Ms. Schoenlein expressed concern that the higher class fees would not be consistent with what other shows offer. Ms. Burton stated that she would prefer to keep class fees consistent and leverage sponsors to ensure that costs are covered.
- Ms. Schoenlein reminded the Board that we need to actively seek sponsors. Ms. Stumm also asked for all Board members to reach out to potential sponsors. CWD has already sent a \$500 donation.
- Ms. Burton suggested asking Frankie Stark about borrowing timers. Ms. Stumm asked for Ms. Burton to send contact information.

IHJA Board Meeting Minutes

- Ms. Burton reminded the Board that IHJA received a \$500 grant from USHJA to improve the Annual Show.
 - Stabling: Ms. Schoenlein agreed to manage stall reservations.
 - Advertising: Information needs to be shared on Facebook, Instagram, as well as other local organizations (KY, IEA, etc). Ms. Stumm suggested that information could be posted at Tractor Supply and Grand Champion.
 - Tack sale: Ms. Zirkelbach suggested to Ms. Willock that possibly the Zionsville Equestrian Team and IHJA could partner on the tack sale, since ZET has had successful tack sales in the past. Ms. Ochoa stated that the tack sale for the ZET is a significant fundraiser and that the team would probably not be willing to split their profits with IHJA. Ms. Ochoa stated that she talked to Ms. Zirkelbach and she is concerned about getting donations and staffing the booth. Ms. Schoenlein suggested that the consignment splits were confusing. Ms. Willock stated that the splits were consistent with the ZET consignment sale. Ms. Stumm agreed to reach out to Ms. Zirkelbach and the
 - Ribbons: Ms. Vaught went through the storage unit and got a count of how many ribbons are currently in inventory and compared to previous shows to ensure that we have enough. Ms. Foreman suggested that for future ribbon orders, the organization should consider ordering annual show and year-end award ribbons when Hodge's has their annual sale in the winter. Ms. Vaught stated that a significant number of ribbons had to be discarded because the metal button in the center of the ribbon had rusted. Ms. Foreman asked if they were stored in a climate-controlled environment, and Ms. Vaught stated that the storage unit was not climate-controlled. Ms. Vaught suggested IHJA purchase sealed bins and desiccant to help preserve the ribbons and prevent rusting. Ms. Schoenlein made a motion that the necessary ribbons be ordered. Ms. Foreman seconded the motion. **The motion was approved unanimously with no objections.**
 - Awards: Ms. Vaught performed an inventory of award items from the previous year's shows that can be used as prizes, and there are approximately 75 items in total. The approved budget also had a line item for \$1000 for prizes and \$1000 for ribbons. Ms. Foreman suggested that the smaller prizes be bundled to make Champion and Reserve Champion prizes and forego first-place prizes unless the budget allows.
-

OLD BUSINESS

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

03/15/22 to 05/15/22

Income:	\$5,870.42
Expenses:	\$3,279.83

Account Balances:

Checking:	\$7,835.92
Savings:	\$20,140.13
Horseman's Assistance Fund:	\$5,627.23
TOTAL:	\$33,603.28

IHJA Board Meeting Minutes

Membership Report

Ms. Vaught shared the following membership information:
2022 Memberships: 134
2022 Horse Registrations: 102

Ms. Vaught stated that when the membership database was pulled to generate the newsletter mailing list, only about 25% of the email addresses are associated with a paid membership. Therefore, we would like to send a Membership Survey to find out what the organization is doing well, what we can do better, and come up with ideas for how to engage the community and add value to membership. Ms. Vaught agreed to put together a draft survey and send to the Board for review.

NEW BUSINESS

Rules Committee Report

Reminder: At a previous meeting, individuals agreed to compare USHJA Zone rules and USEF rules to IHJA rules to ensure consistency. Rule changes need to be submitted by September, so individual sections should be completed by mid-July.

Finance Committee/ Fundraising Report

Ms. Stumm reminded the Board that it is important that we stick with approved budgets for the Annual Show, Medal Finals, and Banquet. Also, that fundraising needs to ensure that donation funds are allocated to those three events.

Board members who are trainers, please spread the word about fundraising to their clients.

Junior Board

Working on the tack sale as previously reported.

Education Committee

Ms. Foreman stated that she purchased a book, *The Athletic Equestrian* by Sally Batton, at a reduced cost that can be used as prizes for Medal Finals.

Ms. Foreman also shared that Ms. Batton does clinics that are structured with no financial commitment by the organization. She charges riders \$450 for the weekend, and any stall fees or horse rental fees going to the host facility. Ms. Stumm and Ms. Willock stated that the organization should try to facilitate the clinic. Ms. Maclean-Whitaker and Ms. Ochoa both stated that their facilities could accommodate a clinic. Ms. Foreman stated that she would contact Ms. Batton to determine her availability.

Ms. Foreman has also acquired four copies of the USHJA Trainer's Certification manuals that can be used for prizes if we choose to do so.

Banquet Committee Report

- There are still ribbons and awards that have not been claimed.
- Ms. Ochoa is exploring alternative venues for this year's banquet.
- Ms. Vaught asked when we need to order awards in order to ensure that they arrived in time for the Banquet. Ms. Ochoa suggested that we order awards in September. The most delayed awards were the Equitation trophies, and Ms. Ochoa indicated that she was going to explore alternatives with Grand Champion.

IHJA Board Meeting Minutes

- Ms. Willock asked how much we pay for each award item (cooler, halter, trophy). Ms. Ochoa stated that she would look for itemized invoices.
-

Indiana Saddle Horse Association

Ms. Vaught reported that ISHA has reached out to IHJA about being an Affiliate Organization, which we have been in the past. Cost of affiliation is \$30 per year and IHJA gets to appoint a member to the seat on the ISHA Board of Directors. Ms. Vaught suggested that Valerie Harley would be a good person to be appointed on IHJA's behalf. Ms. Foreman expressed her support. Ms. Stumm made a motion to appoint Ms. Harley to the ISHA board on IHJA's behalf. Ms. Ochoa seconded the motion. **The motion was approved unanimously with no objections.**

Newsletter

Next newsletter will be focused on the Annual Show.

Board Meeting Schedule for 2022

- March 14
 - May 16
 - July 18
 - September 12
 - November 14 (General Membership meeting)
-

Adjournment

Meeting adjourned by Ms. Willock at 8:42 pm.
