

Ride and Tie Board Meeting June 1, 2017

Members present: Gunilla Pratt, Janice Heltibridle, Liz Perkin, Kirsten Seyferth, Susan Smyth, Chris Amaral, Steve Anderson, Mary Tiscornia, Ben Volk, Lani Newcomb, Greg Fellers (joined in at 7:17 pm)

Members absent: Steve Shaw

Meeting called to order at 6:36 pm PDT by Gunilla Pratt

Lani Newcomb moves to approve the minutes from the last meeting (March 23, 2017), Janice Heltibridle seconds, minutes approved.

Godfrey Sullivan's Donation—Gunilla Pratt

- What to do with the money? Ben says Godfrey would like to continue supporting new members and look into spending on advertising in equestrian magazines/organizations
- Continue to waive the membership fees and championship fees for new members
- Only equestrian magazine currently advertising is AERC
- Susan: Maybe find local free magazines that are at feed stores, perhaps with a small article about ride and tie? Issues with PayPal not charging members for sign-ups, Trish is working on it. Only know if there is an issue if someone lets us know. Chris says that it wouldn't accept the card from his bank, so maybe there's an issue around that.
- Need to advertise free memberships—maybe advertise those free new memberships in AERC magazine? Trail Rider Magazine? Western Horseman? The Horse? It's key to run an ad with a story about what Ride and Tie is.
- Susan's article about the Triple Cripple Crown was only about 1000 words, need articles that are clear and concise.
- Lani said there's more and more people who come into her store talking about ride and tie that want to get into the sport. Finding some success getting endurance riders to bring their retired endurance horses (can't do 50 or 100 mile rides anymore) who will be great at ride and tie and won't interfere with the endurance campaigns of their main endurance mounts.
- Janice has 3 teams that are endurance riders who have never done ride and tie before.

Western Regional Championship Update—Chris Amaral

- Need to get entry up on the website ASAP
- Liz is working on entry form and should be up later tonight
- Are we having a Board Meeting at both championships or just at the World Championship? There's a facility to do a conference call with call-in at World Championship. Greg Fellers, Steve Shaw and Gunilla are the only west coast board members that will be at the World Championship. Best Condition Award should stay with World Championship, Mary will ship it to Lani.
- Are sponsors going to be put on the race t-shirt? Yes, probably 6-8 sponsors and put their names on the back.
- Susan has about 15 items for the raffle, Gunilla has about 10, American Gear will give us some things, but it's unclear how much they'll give.
- We will have a potluck on Thursday night, but no meat provided by Board.
- Linda Tribby might have horses available for lease if people are looking.

- Linda would actually prefer people NOT bring weed-free hay.
- Chris is concerned about budget, wants to make sure that his proposed budget is ok. He has located someone who is willing to come out and do Saturday's dinner, but it is a little more expensive than usual--\$15/person. Everyone seems to agree.
- Camping is provided for Friday and Saturday, people can come early but they need to pay \$15/site for camping and \$5 for showers.
- Need to put something on the website about the race happening so people know, it's currently unclear.
- Chris will send ½ of his merchandise he's having printed up to go to the East Coast.

Membership List to Board Members—Susan Smyth

- Membership glitch on PayPal needs to be taken care of, because people might be getting through without paying
- Hard to track the Godfrey Sullivan memberships from online
- Kirsten needs to give login to Bob (Janice Heltibridle's husband) who is taking care of points and results
- We should give login abilities to race directors so they can access membership information, but we don't want to give them BOD access. Trish can generate a password and login for race directors and remove people who aren't active anymore.
- Trish has a manual on how to deal with the membership database that Kirsten will pass on to anyone who needs it.
- Bob has a copy of the manual, so he should be good on putting the results on the website.

World Championship Update—Janice Heltibridle

- So far has 25 entries, 14 for the Championship course
- Out of the entries, there are 3 first-time teams that are sponsored by the Sullivan fund, at least 2 people have been very thankful for the free entries.
- Continuing to get donations, got a donation for early entries won by Kathy Broaddus, looking for additional items for the raffle
- Made some deposits for vet housing, port-a-potties
- Sold \$600 worth of raffle tickets for Specialized Saddles, had people selling at Biltmore and will have people selling them at upcoming rides on the East Coast. We'll sell tickets at West Coast too.
- Including flyers from past championships for participant's guide.
- Working on matching up partners and have great support from endurance community.

Website—Kirsten Seyferth

- Kirsten is happy to do a hand-over with some training; she won't just walk away and leave us in the lurch
- Don't need to know how to build a website, but someone who is familiar with websites
- Fairly easy and intuitive with WordPress
- We will have two new board members joining soon, maybe we can have one of them take over either the website or the social media from Liz and Liz can transition to the website.
- Probably good for the Association to get some fresh blood with good ideas in charge of some of these highly visible things

- To clarify: Trish is the programmer for the website, but she doesn't generate content. We also pay her for her time, so it's more affordable if we can take care of content.
- We really want someone who has a vision for the website, it might be good to have some blog posts on a regular basis—maybe once a week.
- Website duties could be split up between two people, so we can see how the new people feel about it and maybe brainstorm between the people who are interested in being involved about how to manage it.
- Interested people can probably Skype in a separate, focused meeting

Board Member Duties—Gunilla Pratt

- Some duties that need to be taken over: website, ads
- Don't have to be on the Board to do work, we can recruit from outside as well

Meeting adjourned at 7:46 pm PDT by Gunilla Pratt

Attached: Treasurer's Report

Treasurer's Report

For the 5/25/2017 Board Meeting (Postponed until 6/1/17)

Wells Fargo Checking	\$7,931.30
Dodge & Cox endowment	\$108,155.46 (1,021.877 shares)
The Osterweis Strategic Fund	\$49,547.77 (4,346.296 shares)
Total	\$165,634.53