

MINUTES OF BOARD OF DIRECTORS
OF
EQUINE DISTANCE RIDING ASSOCIATION
Conference Call March 7, 2018

Pursuant to notice, the quarterly meeting of Equine Distance Riding Association was held via conference call on March 7, 2018 at 7:04 pm PST. Board members present were Lois Fox, Kathleen Ferguson, Julie Barnfather, Susan Summers, and Mackenzie Pierce, being the directors. Appointed member Sandy Cheek, Secretary was also present. Membership quorum achieved. Absent were Lori Bewza, Julie James and Kathleen Pillo. Other attendees were Carol Giles, Erin Putnam, Robin Burns, Sophie McGee, and Gail Williams. Call to Order: Kathleen Ferguson, President

Reports

Treasurer's report and Secretary's report (from January BOD meeting) will be sent to BOD for approval via email.

Unfinished Business (Kathleen Ferguson)

1. Equipment trailer budget proposal (Terry James). Initially \$1500 was approved to fix safety and maintenance issues on the trailer. The work was completed but the work totaled \$1663.00.

Motion by Julie Barnfather that the BOD approve the additional expenditure of \$163.00 to cover repair costs for the trailer. Seconded by Erin Putnam. Motion passed.

Terry James indicated that he and Jim Putnam had examined the trailer and had found further damage to the structure which needed repair. Although equipment costs for repair were relatively small, the time and effort was considerable. Mike Williams has volunteered to fix the trailer in his shop and have it ready for April Daze.

Motion by Julie Barnfather to approve additional \$1500 to finish repairs currently needed on trailer. Lois Fox seconded. Motion passed.

2. Drug Testing expenses (Carol Giles). We are in need of a quality container for shipping blood samples to the lab. They must remain cool, and the test tubes are of such a size (6") to make a conventional cooler not an option. She has been in conversation with the lab, and they have agreed that if we provide pre-paid shipping labels, they would send whatever cooler we use back to us. Currently we have budgeted \$1000 for drug testing costs.

Motion by Julie Barnfather to approve an additional \$200 to purchase a cooler suitable for our purposes. Seconded by Lois Fox. Motion passed.

3. Purchase of awards (Lois Fox): Reimbursement for awards has gone smoothly but Lois Fox recommends an alternate method for next year. Generally it is better for record-keeping purposes as well as convenience if the individual purchasing awards is not asked to use their

own personal credit card to conduct business for EDRA. This led to a discussion of a debit card versus a credit card. It was generally agreed that a credit card offers more protection than a debit card. Carol Giles suggested getting one with mileage credits so these could be used to pay to fly in speakers for the conference. Kathleen Ferguson will check with Julie James to see what bank we are currently with and if there is a credit card to suit our purposes.

*Motion by Julie Barnfather to obtain a credit card for EDRA. Seconded by Sue Summers.
Motion passed.*

4. 2018 Budget (Kathleen Ferguson). An assessment of the revenue and expenses for the upcoming year indicated the following:

- Dues will remain the same (revenue) as last year
- No new lifetime memberships
- Endorsement of ride revenue should increase as we have gone from seven to twelve rides on the schedule
- The Raffle should bring in approximately \$1000 to be used towards trailer maintenance and costs
- Conference costs should be about the same and should be covered by registration fees.
- Website will be ~ \$500
- Drug testing \$1000 plus the additional \$200 approved (see above) for shipping container
- Awards-Lois recommended increasing to \$2000.00. Kathleen indicated this could be approved by the 2018 BOD.
- Insurance costs are up but will be covered by additional rides

5. Reports at AGM: The following individuals are tasked with presenting a report at the AGM on Friday, March 16th:

- Treasury and membership: Julie James
- Rules changes (BC and R&T and other): Sandy Cheek
- Awards changes: Sue Summers for Sue McLain
- Equipment trailer update: Terry James
- Stewards job description and responsibilities: Gail Williams
- Drug Testing Program:
- Mentoring: Jennifer Kaplan
- TYM Relay: Jennifer Kaplan
- Service: Erin Putnam
- IT Status: Sue Summers
- News: Sophie McGee (Sandy Cheek)
- Education: Robin Burns and Dennis Summers
- Marketing: Dani Gregoire

New Business (Kathleen Ferguson)

1. Service Awards(Erin Putnam): Erin Putnam, Service Awards Chair, indicated that she feels that RMs, BODs, program chairs and officers are deserving of service awards. Very few (if any) have reported service hours for their work, but she feels strongly they should be recognized by virtue of their willingness to serve in these capacities. The consensus was that we recognize these individuals with service awards. Erin reported that the estimated cost for these awards (bronze, silver and gold pins) is \$280.00 for 100 pins.

Motion by Lois Fox that the BOD approve \$280.00 for purchase of service award pins. Seconded by Gail Williams. Motion passed.

2. Raffle (Kathleen Ferguson): The raffle is to raise funds for the continued repair and maintenance of the equipment trailer for use by RMs to transport equipment and as an equine ambulance at rides. We have learned a lot about raffle rules in the state of Washington. No online sales. Only sell at EDRA locales. No bundling. Must notify local police prior to awarding winners. While we understand that many organizations violate these rules without punitive action, it is felt that EDRA must scrupulously follow the rules as written for the state of Washington in which we are incorporated. Tickets will be available at all EDRA rides, and at the upcoming EDRA conference. \$20 tickets for a plane ticket and chance to ride in the Scottsdale 100, any distance. Or just come and watch. \$10 tickets are for either a session with Robin Ryner or Celena Pentrack, or a complementary glue-on session with Sue Summers. Separate draw for all prizes. All arranged at mutual convenience. Drawing at Ride the Loup in September.

3. Trainers Compensation (Kathleen Ferguson): Robin Ryner and Celena Pentrack have volunteered their time at the conference as well as for our raffle. As a token of our deep appreciation, it was suggested that the trainers receive complementary annual membership to EDRA.

Motion by Erin Putnam that complementary annual membership be awarded to Celena Pentrack and Robin Ryner. Seconded by Lois Fox. Motion passed.

4. EDRA News(Sophie McGee) Sophie has agreed to take on the task of developing and sharing EDRA news. She proposed an editorial news calendar that featured articles prior to EDRA rides(ride previews) and ride re-caps by riders or stewards that feature top ten finishers, middle of the pack, and tail end riders. Goal is to be quick with turnaround so information can come out prior to social media posts by riders. It was suggested that Sophie contact the ride stewards who could suggest folks to interview who might have interesting stories to tell. Sophie suggested these articles could be forwarded to various horse publications and blogs for publication, as well as posting on the EDRA website. Other suggestions are welcome.

5. Crisis Communication(Sophie McGee) Sophie shared her background as the VP of Marketing for Emerald Downs. As such, she is familiar with the issues of animal welfare and projecting the best image to the public in an equine event. She suggested that a working committee be

formed to develop a plan in the event of (for example) an equine fatality or traumatic injury, a rider fatality or injury, or a lost horse. Being prepared for such events assists ride manager and personnel with the provision of resources and a plan. Having a plan for communicating with the public reduces the chance of misinformation or no information getting out. Kathleen Ferguson suggested that Sophie chair this group and that at the AGM we solicit membership in a committee of 3-5 individuals. These individuals should represent ride managers/stewards, social media coordinators, and the executive group, at minimum. Sophie will prepare a short summary of her proposal for presentation at the EDRA AGM. Sandy Cheek will present in her absence.

6. Education(Robin Leigh Burns) Robin has been our Education chair responsible for getting articles of interest on to the web page. She proposed that we open an Instagram account that focuses more on pictures rather than text. She will also work with Dennis Summers to develop a schedule of clinics at each EDRA ride.

7. Social Media(Shannon Peckham) Shannon has agreed to manage our Facebook page. This means she will be responsible for informing people the conditions of membership to the page (they must be members in order to post or comment), monitoring conversations and threads, and keeping conversations productive and on point.

8. Stewards Job Description and Responsibilities (Lois Fox): Lois will be bringing the Steward Handbook to the EDRA conference and will also present information on the Stewards job description and responsibilities. The first 3 rides of the season have Stewards who have volunteered. We have 14 individuals who have agreed to be a steward. There will be training and a small test on the rules at the EDRA conference for stewards. Lana Halischeff will not be able to steward this year because of health issues but wants to be on the list for 2019.

Motion to adjourn by Julie Barnfather. Seconded by Erin Putnam. Meeting adjourned at 8:10 pm.