



SLBhlc101920

Fall Board Meeting Minutes

Zoom Meeting

October 13, 2020

10 am eastern time

ATTENDEES: Judy Smith, Page Simpson, Carrie Oakley, Mike Laplace, Jennifer Hulcher, Whitney Lagace, Laurel Champlin, Ryan Cottingim, Amy Hassinger, Beth Hartman. Staff: Lynn Campbell, Stephanie Lynn, Dianne Eppers

Tuesday October 13, 2020

10:05 am Chairman Jennifer Hulcher called meeting to order.

Regular Business

Chairman's Message : Chairman Hulcher welcomed everyone to the Fall zoom meeting. She thanked the staff at the NSBA headquarters for their support to the Foundation. Chairman Hulcher noted that in a year of ups and downs, the Foundation had a year of growth in looking at the NSBA World Show, the Silent Auction, and the new HOH rider participation. She thanked the staff at the NSBA World Show and complimented the Board members on their team work this past year.

May 2020 Minutes were presented. Motion made and carried to accept as written.

Financial Report from the 2nd quarter (Jan-Jun 2020) was reviewed. Motion made and carried to accept written.

Old Business

Silent Auction/ World Show/ Fundraising Recap:

- Stephanie Lynn reported on the NSBA World Show. There was an increase in stalls and entries. Sale was well received and added donated Harris saddle and Blue Ribbon bridle fundraiser for Crisis Fund was included at start of Sale.
- Silent Auction was successful and the new platform, Givergy, was well received.
- Reviewed past 4-year comparison of Silent Auction Fundraising to current.
- Suggested to see if "Bar Que" code might be available within the platform for 2021. Staff will inquire as to potential for this in registration process.
- There was discussion about ways to increase communication at the World Show about Foundation activities to general public for awareness.
- HOH was successful with new riders and making the connections of sponsors to riders.
- Reviewed 6-year history of Foundation Grant program for EWD and Veterans to the World Show. Need stays steady and new riders are utilizing the grants.
- Board member participation/visibility with activities was very high. Participants valued time with Board members.



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- Chair Hulcher recommended ice cream coupons to be distributed to invite “claiming” in Mustang Arena during EWD classes. She pledged \$500 for 2021 to provide such coupons.

Review Marketing Materials/Tack Room:

- Additional information about the Crisis Fund and the Youth Scholarship have been placed in the Tack Room for Board Members to utilize.
- Reviewed “process” of Crisis Fund application & distribution.
- Reviewed “process” of Scholarship application, selection & distribution.
- New look for 2020 to come with Chairman’s theme.

New Business

Financial Commitments for 2020

- 2020 Plan of Work: Several activities have been deferred to 2021. All programs to date are funded as needed.
- Coaches Summit to carry into 2021- tentative dates March 20-31, Dallas, TX area.
- Tomorrow’s Horsemen schedule adjusted between in person and virtual.

EWD/HOH

- 2020 Congress EWD funds have been moved to 2021.
- There was discussion on having HOH in the east and the west for more participants. Seeking information to provide budgets, potential locations to hold such events. Joint work with Stephanie Lynn, Lynn Campbell and Judy Smith to explore future location & funding opportunities.
- Judy Smith reported that the USU HOH/ Boot Camp/ has been moved to summer of 2021. Dates to be determined based on COVID restrictions.

CRISIS FUND

- Reviewed past 4 years of fundraising and payouts.
- Continues to receive requests and requests are reviewed by committee made up of Foundation and NSBA Board members, Executive Director and Senior Advisor.
- 2020 has seen fewer requests.

EDUCATION

- Tomorrow’s Horsemen is in the second year of the first program. Continuing as planned.
- Coaches Summit is scheduled for March 29-31, 2021. Staff will continue outreach to potential new participants.

ANIMAL WELFARE

- Laurel Champlin reported on dog bandanas at the World Show and needs ideas for 2021



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CHAMPION FUND

- The World Equestrian Center donated a Cricket golf cart to the Foundation to be used for fundraising. The Cricket will be raffled using the Givergy platform beginning Nov 1, 2020 and completed at the Tom Powers Futurity in December 2020.
- Motion was made and motion carried to use the proceeds of the raffle toward the Champion Fund.
- Discussion brought by Carrie Oakley about potential for a “Industry Women Success” event. Will pursue ideas and bring to Winter meeting.

Review of Board member fundraising Prospect

- Overall update on board member prospects was distributed and reviewed. Office will continue contact with these people.
- Board members to identify 3 new potential prospects in addition and submit to staff for documenting by December 1.

ELECTION OF OFFICERS

Nominating Committee brought Slate of Officers to be considered for 2021. Recommendation as follows:

1. Chairman – accepted Carrie Oakley as deemed form 2019,
2. Chair elect 2022- Laurel Champlin
3. Treasurer 2021 - Laurel Champlin
4. Secretary 2021- Beth Hartman
5. Carrie Oakley assumed 2021 Chair role and thanked Jennifer Hulcher for her year(s) of service to the Foundation.

Motion made and carried to accept the committee’s recommendation for 2021 Officers.

Nominating Committee brought recommendation no additional Board appointments to be made for 2021. Invited all current Board members to remain in place. Letter will be sent from office confirming this recommendation. No action needed.

Chair Oakley thanked Jennifer and the Board members for all their dedicated time & effort on behalf of the association and Foundation. She brought a challenge to the group that in 2021 we:

1. Celebrate the work the Foundation does
2. Be bold to highlight & share our successes across our peer networks
3. Increase the awareness of what we “give back” to the industry.

Motion and accepted to Adjourn at 2:00 eastern time.



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2021 FOUNDATION BOARD MEETING DATES

Feb 2-3 Clearwater, FL – Currently scheduled to be “in person”
May 3-4 Chicago, IL – joint meeting with NSBA Board of Directors
September 13-14 DFW, TX – location TBD

*** As we continue to align with NSBA Board of Directors and meetings, we may meet concurrently. All dates, locations are TBD.*