

Meeting Minutes – LCHA Membership Meeting  
SEPTEMBER 2008

Date: September 3<sup>rd</sup>, 2008

Board Members Present: MICHAEL KALIL  
SCARLETT COLLINS  
HELEN JOHNSON  
CORY BOWGREN  
SUSAN CHANVIN  
JANE HALL  
ROBBYN SELLERS  
TERRI LODGE

Board Members Absent: JANINE DYER  
SHERRY BEUTTNER

Meeting was called to order at 7:35 by Michael Kalil.

Quorum met.

Scarlett Collins presented the treasurer's report. Starting balance August 6, 2008 \$3,918.64. Ending balance \$3,182.79. Purchased Quickbooks, printed newsletter and postage, bought checks. Jane Hall motioned to approve the treasurer's report as stated and Ann Peters seconded. All in favor.

Michael Kalil brought to the floor the replacement of Janine Dyer as Secretary and Sherry Beuttner. Ms. Dyer had missed 3 or more meetings and is no longer a member in good standing. Sherry Beuttner resigned her position through Jane Hall via phone call at 6:35pm on September 3, 2008. Erica Clark volunteered for a board position and Jane Hall volunteered to step up to the Secretary position. Cory Bowgren motioned this be approved, Helen Johnson seconded. All in favor. Michael Kalil will appoint a member to fill the vacancy on the board by next meeting and will contact the board for approval via email.

**Old Business:**

**Inventory of Assets:** Michael Kalil asked if we had any other assets beyond the ribbons, trophies, jumps and electronic timers. We now have the five computers, which have been added to the inventory. Michael Kalil inquired if LCHA needed to hire a CPA for evaluation or if we could manage this inventory ourselves. All board members felt we could manage this ourselves.

**Newsletter:** The newsletter was reviewed and everyone felt it was greatly improved. Content was constructive and covered each division fairly. Conversation included doing separate mailings. Jane Hall mentioned that there really was not a need to do that. The dates for the upcoming 2 shows for each division could be put on front page. Since riders show in multiple divisions, having one newsletter service the club was all that was needed and of the most benefit to the membership. We could then follow up with email blasts to the membership reminding them to register for the next show. Jane Hall stated

she would get everything preprogrammed in Constant Contact to go out as needed before the next meeting for the entire year! Scarlett Collins stated that the responsibility of the newsletter fell to Jane Hall. Lori Darr mentioned that Regan Burke had someone interested in doing the newsletter for the next season and would do so for her required volunteer hours. Jane Hall stated she would get with Regan on that after the meeting and make plans to get things scheduled and rolling.

**Website Update:** Everyone complimented Lori on the fine job she had done on the site over the summer. Lori will be managing the site for the year. Jane Hall mentioned we emailed 296 people regarding the new website name with the enewsletter.

**Progress of handbook for By-Laws:** Discussion continued on the status of this project. Everything had been turned in with the exception of fine-tuning by the Hunter/Jumper division. The style of the book would resemble the newsletter from last year to include the club rules, by-laws and class offerings for all disciplines.

**New Business:**

## **COMMITTEE REPORTS**

**Membership** – 2 new memberships this month. Jane Hall brought the Poor boy rates back to the floor. She asked that we reconsider having something for the Performance and Speed divisions since everyone was struggling with the economic situation we are facing. Regan Burke stated that she also felt we should consider a flat fee since many of the larger breed shows offer a all-inclusive price. Discussion included the merits of a flat fee and the income benefits/losses. Ann Peters motioned that we keep our pricing where it was set. Michael Kalil seconded the motion.

**Banquet and Awards** – Terri Lodge stated that they had added Laura Haas to the committee and that at this point the committee was seeking a location for this year's dinner.

**Technology** – See Website and Newsletter

**Advertising and Sponsorship** - Conversation included marketing for the fun show. Jane Hall passed out the Everything Equine Magazine showing the current ad running for the Fun Show. Jane stated that the ¼ page Club ads were \$25 and we took out a ½ page each month last year. The members talked about the direction we wanted the publicity to go this year and how to do things. The cost to do a full page would be \$100 and we could do an ad that was all encompassing for all divisions. Jane Hall motioned LCHA do a full page for the months of October and November and reevaluate in December. Cory Bowgren seconded the motion. All agreed. Cory Bowgren suggested we look into adding color to the pages. Jane stated she would contact Melody at Everything Equine for pricing. She also volunteered to design a flyer and an ad before the fun show for everyone's review and approval.

Conversation continued regarding adding a 10% credit for any trainer who brings in a \$250 or higher sponsor. This was not voted on. Needs to be brought back to the next meeting for a vote.

**Club Improvements and Membership Liaison** – Terri Lodge volunteered to chair this committee. She stated she would rove during the fun show and bring back a report for the October meeting.

**Speed Committee** – Susan Clark stated we were doing well getting ready for the upcoming show. Flyers were passed out. Erica Clark and Robbyn Sellers have created huge banners to be placed on Bayshore road marketing the fun show. Jane Hall had sent out a notice with the Constant Contact E-Blast and would schedule another one for Thursday evening right before the show. Susan Chanvin volunteered to drag for the fun show. She further volunteered to drag for the 8 speed shows to fulfill her volunteer hours for her membership. Monies were given to Scarlett Collins for the Speed Rider T-Shirts. Orders will be taken at the Fun Show. Jane Hall states she had taken care of the timers for the December and February Speed shows due to the conflict with the Hunter/Jumper show the same weekend. The posse will lease LCHA their set for \$50 per day. Scott Spurgeon would get them to Jane Hall. Jane Hall stated we needed to get the pattern designed for the Peppermint Twist class and post it online.

**Performance Committee** – Michael Kalil asked Helen Johnson if she would take responsibility for this committee. She had nothing to report at this time. Jerry Jacobs did mention that trail equipment would be needed for this season. Helen Johnson suggested that the Performance Committee review this request at their September 18<sup>th</sup> meeting and get back with the board for the October Membership Meeting.

**Hunter/Jumper Committee** – Regan Burke mentioned that she had received some interest in the positions needed filled on the show staff. She is concerned with having consistency and suggested she needed 2 gatekeepers plus one an alternate that would be at every show and not have to be retrained, an announcer, plus a jump crew of 2 people plus one an alternate that would be at every show. Conversation continued about the duties of the different staff members. One thing was running earns. There was conversation about LCHA's liability if the staff was working on behalf of the club and was off property and therefore not covered under our insurance. Cory Bowgren motioned that the work environment for the crew be limited to the Lee County Civic Center. Helen Johnson seconded the motion and all agreed.

Regan Burke stated she was working with Alta at Lee County Civic Center to get a flat rate for the stalls for all 3 days. This would guarantee that the stalls were bought from the Civic Center. The total rent would be lowered to benefit LCHA. Everyone would benefit.

Job Description for Show Manager and Show Secretary. SORRY NO NOTES HERE!

### **Miscellaneous Business**

Wendy Martin representing Heather Cassese of Providence Equestrian Center requested permission to seek donations at the Fun Show for financial aid for the farm due to flood conditions in Bonita Springs. Terri Lodge motioned that we give all the support we can to any of our members. Cory Bowgren seconded. All in favor.

Meeting adjourned at 9:04pm