

PNWWDA Board of Directors

September 9, 2024 – Meeting Minutes

The meeting was called to order at 6:33pm by President Jessy Olson.

Roll call: Present - Jessy Olson, Stacy Sutton, Donna Longacre, Beth Bonham, Dianna Berry-Jones, and Ann Marie Avansino. Absent – Cat Armitage, Leanne Roth, and Sara Breyman.

Motion made by Jessy and seconded by Ann Marie that the minutes of the meeting of August 13, 2024, be approved as published. Discussion – Beth noted that Ann Marie was listed as Absent at that meeting but was present. Under Treasurer’s Report, Stacy asked to correct the last sentence regarding a security certificate from PayPal. We do not receive such a certificate to indicate we’re a safe website; when we update to Pro and start making transactions, a certificate occurs internally. She will reconfirm this with the technician who gave her the information. Motion to accept was passed unanimously.

Treasurer’s report: Dianna provided a list of August financial activity. PayPal deposits that have been received haven’t been posted, so there was no income. No starting balance account was given. Expenses totaled \$405.32; balance as of 8/31/24 is \$394.68. Stacy had paid \$156.00 to Weebly for 2023 web hosting, but she will submit it for reimbursement when we have more funds available. Beth asked if we needed to vote to approve the Treasurer’s report, and the consensus was that it becomes part of the minutes and doesn’t need a separate vote.

Committee reports:

Membership – Ann is finalizing the email blast inviting WDAA members in our region to join PNWWDA, and a mail blast with the same information will go out this week (Canadian addresses will go separately because of higher postage). Stacy has put the information on the Facebook page. Dianna asked for clarification that dues are \$40 for General Members and \$25 for Junior Members for the remainder of 2024 through the end of 2025. She also confirmed that our PayPal account is active. Stacy asked if both the online and the hard copy links should be on the website; Ann Marie said yes, since some people will prefer to pay by check. Online memberships go directly to a spreadsheet; hard copy memberships have to be input manually. Dianna will reconcile PayPal payments with the applications. The fillable form generates a thank you response to the new member; hard copy memberships will have to be acknowledged manually. Ann donated the printing and envelopes for the mass mailing and asked to be reimbursed for the postage at a later date. Discussion about spotlighting members on social media; it would probably require consent from the members involved and parents of junior members. Ann mentioned that WDAA has a media release form that she can edit. Stacy said that in the last Membership committee meeting, it was decided that business listings would not be part of the membership process (fees to be decided). Also, the trainer listing would be free for 2025 membership. Beth suggested that Board members who have not yet joined should do so online so we can see how the process works.

Membership (continued) -- Discussion about PayPal fees was unintelligible due to technical problems. (From the Awards report, Stacy said she has a contact who can make patches. Ann mentioned that the Membership Committee had discussed patches specifically for Lifetime members; Stacy asked to have the information to submit for estimates.)

Awards – Stacy talked about the baskets for the World Show auction and the high score awards for Open, Amateur, and Junior riders. Jessy is donating prizes that she can be reimbursed for later, and Leanne and Stacy found beautiful and inexpensive ribbons. A vote to accept the 2024-25 High Point Rule Book as written. Beth asked for clarification of an item under Competition A.6 if the top four percentage scores are to be averaged or summed; Jessy said they are to be averaged. Jessy clarified Competition A.1 – wording in the last sentence should read “(for non-USEF approved shows).” Dianna moved and Beth seconded a motion to approve the 2024-25 High Point Rule Book with those two changes; motion passed unanimously. Stacy said work on the program will resume after the World Show.

Promotion – Stacy has the rack cards and will mail some to each Board member and take a supply to the World Show. Beth will send Stacy email addresses and a draft invitation of World Show riders who live in our region for a meet and greet. Ann suggested meeting up with Suki Lewis from Alaska. Ann has uploaded WDAA’s mailing list to Google Docs.

Social Media/Website – Stacy would like ideas for blasts to be made from the World Show. She would also like ideas for social media contact: member of the month, share your horse, breed spotlight, PNW trainers and the trainers listing, Q&A articles.

Insurance – Dianna said that our second installment on our insurance policy is due on September 15 for \$151.00.

Education – Ann said that after the World Show, she, Stacy, and Donna would meet. She also suggested Sara join the committee.

Youth – the committee hasn’t been active yet; Donna had nothing to report

Breed Affiliates – Beth will attend the Arabian Region 4 annual meeting on September 22 and has a time slot to promote the affiliate. The Arabian Horse Association of America (AHA) national convention is in November, and Beth is attending and will request being added to the AHA National Dressage/Western Dressage Committee. Dianna has been invited to go on behalf of the AHACO club (they had breed and open WD classes at their May show this year).

New business:

Beth and Dianna had previously discussed the topic of a member paying for an expense and having it applied to their dues rather than being reimbursed. Dianna will keep transactions separate.

WDAA and NW Horse Source would like articles on our affiliate. Ann and Stacy will compose the articles, Beth will edit.

Stacy brought up soliciting advertising. Ann said that Google for Non Profits has incentives and that we need a marketing plan. Beth suggested a technical consultant who might be able to help.

New business (continued):

Jessy appointed Beth as Breed Liaison Chair and Donna as Youth Committee Chair. Stacy has listed active committees on the website and will add a list of committee opportunities.

Stacy asked if we should set a required number of meetings for committees; Jessy thinks it should be up to the committee chair. Donna suggested annual reviews of committee activity. Jessy suggested active committees should report at Board meetings and all committees report at the annual meeting. Discussion to be continued.

Ideas for the newsletter will be solicited. Ann said there's a format on Google Docs in the Communications folder, from Canva (the call for Board nominations). She also suggested putting the WDAA and NW Horse Source articles into a newsletter form to send to our mailing list and publish on social media.

Dianna brought up the PayPal fees being taken out of membership fees. Consensus was that we should collect it from the members. She will create Venmo. Ann suggested using a QR code that she will research.

The next meeting will be on Monday, October 7 via Zoom. Executive Board at 6:30pm, full Board, members, and guests at 7:00pm. It will go on the Facebook page with an invite to members and potential members.

The meeting was adjourned at 8:50pm.

Submitted October 5, 2024, by Beth Bonham, Board Secretary

Approved October 7, 2024