

**Texas Hunter and Jumper Association
Board of Directors Meeting
Meeting Minutes
Saturday, January 7, 2017
Marriott Towne Square, Sugar Land, TX**

Call to order at 9:03 AM by Lindsey Black, President.

1. Introduction of Angeleah Cleek

- Claire Rock has resigned as Secretary. Angeleah Cleek has agreed to serve in an advisory role to the Secretary as she is not a board member. Official Secretary to be elected during today's meeting.

2. Roll call taken by Lindsey Black, President

- Present: Stephen Lang, Jerry Converse, Linda Moore, Robert Yaffe, Doug Brombach, Jessica Harries, Matt Cyphert, Kim Cox, Kimberley Brunson, Suzanne Warmack, Colleen Brombach, Katja Kallenberger, Vicki Hunton, Ellen Eakin, Patty Roberts, Jane Thacker, Lindsey Black
- Absent/excused: Lynn Walsh, Katie Cox, Amy Uniss-Coleman, Trapp O'Neal, Gayle O'Rear
- Absent/unexcused: Bob Brawley, Brittany Hildebrand

3. Reading of the minutes from the August 2016 Meeting

- Stephen Lang moved to waive the reading of the minutes. Patty Roberts seconded the motion. All were in favor.
- Lindsey Black moved to add the election of Officers and Non-Officer Executive Committee members to the end of the agenda. Colleen Brombach seconded the motion. All were in favor.

4. Report of the Finance Committee by Linda Moore, Kim Cox, and Doug Brombach

- Two small CDs have been combined to one large CD earning 55 basis points.
- Budget is down and memberships are down.
- An additional \$13,000 was spent this year on exhibitor's parties and THJA sponsored classes. Discussion of the effectiveness of these events is on today's agenda.
- Doug Brombach inquired about the First Vice President's role of reviewing receipts each year. Doug Brombach, Kim Cox, and Suzanne Warmack agreed to meet to complete the review.
- Patty Roberts raised the larger concern of avoiding another year of loss and

increasing membership. Jerry Converse brought up that the loss appears to equate to the additional expenditure on sponsorship and young riders. Both utilize THJA's assets in accordance with the organization's purpose. Suzanne Warmack indicated she felt the loss was due to the USHJA removing THJA's authority to charge nonmember fees at horse shows.

- There was much discussion of ideas to increase membership including ways to reach out to members of local organizations and encourage them to join THJA. There was discussion of adding local organizations to THJA awards.
- Colleen Brombach proposed a small committee be created to brainstorm ideas for approaching local organizations and create income and budget projections to be presented at the meeting in April. Colleen Brombach, Lindsey Black, Patty Roberts, and Matt Cyphert volunteered as committee members.
- Various ideas were discussed with the end goal of increasing membership including ways to make the banquet more fun, making THJA awards more appealing, and ways to encourage trainers to attend the banquet.
- Ellen Eakin suggested horsemanship or educational awards with banquet recognition. She agreed to put something together and propose the idea more formally at the April meeting.
- Lindsey Black agreed to meet with Patty Roberts and Linda Moore to discuss the process of potentially appealing USHJA's removal of THJA nonmember fees.

5. Report of the Rule Book Committee by Jerry Converse

- The names of some of THJA's recognized classes are changing. Changes to the rule book will need to be made accordingly.
- Robert Yaffe agreed to send Jerry Converse an email on the changes to be made.

6. Report of the Nominating Committee by Katja Kallenberger, Jessica Harries, and Doug Brombach

- New board members: Bob Brawley, Brittany Hildebrand, Amy Uniss-Coleman, and Trapp O'Neal.

7. Report of the Prize List Committee by Linda Moore

- Linda Moore raised the issue of show managers submitting prize lists with many editorial mistakes. This takes a significant amount of time to review and correct.
- Lindsey Black moved that a prize list be returned if found to contain more than five substantive errors. The affected show is not sanctioned until a compliant prize list is submitted. If this causes the prize list to be late, the show will be fined the \$500 late fee accordingly. Katja Kallenberger seconded the motion. All were in favor.

8. Report of the Show Standards Committee

- Claire Rock was previously the Show Standards Committee chair.
- Discussion was tabled to be addressed at the end of the meeting.

9. Report of the Sponsorship Committee by Patty Roberts

- Patty Roberts presented a handout of 2016 THJA Sponsorship Requests and funds awarded.
- There was then some discussion about the effectiveness of the sponsorships for encouraging membership. Concerns over the timing of and spreading awareness about the exhibitor's parties were raised. Additional ideas were suggested including sponsored brunches requiring membership, discounted Rider's Club membership for THJA members at GSEC, and other member events and/or parties.
- Lindsey Black requested that Robert Yaffe pull the demographic data on THJA members to examine locality of the majority of THJA members. Robert Yaffe agreed to follow up with an email report.

10. Report on the Web Site and Information Systems by Robert Yaffe

- Robert Yaffe noted that he is making some back end security-related changes to the website next week.
- Robert Yaffe mentioned that he removes trainers from the website trainer list if they are not current members by the first week of March. It was discussed that this should be done earlier. It was also discussed that a notification be sent along with renewal reminders to trainers indicating that their names will be removed if they do not renew by a specified date.
- Robert Yaffe and Linda Moore raised the issue of incorrect calculations of Champions and Reserve Champions occurring frequently in results delivered from the horse shows. Robert Yaffe indicated that he typically sends an email to the show managers to address errors. Doug Brombach suggested copying the effected THJA member on the emails to show managers.
- Lindsey Black agreed to write a letter to show managers and secretaries addressing the calculation errors. She and Linda Moore agreed to meet to determine the appropriate list of individuals to receive the letter.
- Lindsey Black noted that she would provide Robert Yaffe with a "Happy New Year" note she'd like put on the website that will include links to USHJA on the two hot topic issues this year – The reorganized Green and Young Hunter divisions and the 2018 requirement for all horses to have microchips.

11. Report on USEF and USHJA News by Patty Roberts and Colleen Brombach

- Two big changes in the upcoming year: (1) Microchips required for all horses beginning in 2018 and (2) the reorganized Green Hunter and Young Hunter divisions.
- Colleen Brombach presented on potential changes to the Trainer Certification Program discussed at the USHJA Annual Meeting. She informed that the committee presented a new idea for trainer levels based on years of experience in the industry. USHJA has also indicated that it still intends to, at some point in the future, require all horse show entries to list a Certified Trainer.
- Patty Roberts noted that to show in the Young Hunter divisions this year, age verification and a microchip are required. Colleen Brombach informed that at the USHJA Annual Meeting, the breed organizations indicated that they are providing age verification services.

12. Report on the Annual Awards Banquet by Vicki Hunton

- Discussion of the presentation of the Lifetime Achievement award to George and Claudine Pletcher.
- Jessica Harries proposed that a 'Save the Date' mail out should be sent to increase banquet awareness in future years.
- Lindsey Black opened the discussion of possibly hiring an event planner for future banquets. Doug Brombach felt that a marketing professional for THJA in general would be more beneficial. Patty Roberts agreed.
- Lindsey Black agreed to meet with Lynn Walsh to discuss ideas and a list of marketing consultants to propose at the next board meeting in April.
- Doug Brombach moved that beginning with the January 2018 awards banquet, board members receive one no charge, non-transferrable ticket to attend the banquet. Kim Cox seconded the motion. Patty Roberts, Lindsey Black, and Stephen Lang abstained. All others were in favor.
- Stephen Lang moved that Banquet Chairman select a Banquet Committee and report the names of the committee members to the THJA Board. Doug Brombach seconded the motion. All were in favor.

Other Agenda items:

a. Discussion regarding hiring Melissa Osbourne to manage social media

- Lindsey Black indicated that after little response to an email asking opinions on spending \$200 per month to hire Melissa Osbourne to manage THJA's social media presence, she decided to hire her. She feels the results have been positive so far.
- Doug Brombach moved that THJA continue to pay Melissa Osbourne \$200 per month to build social presence. Kim Cox seconded the motion. All were in favor.

- b. Discussion of eliminating Pony Jumpers from year end awards due to lack of entries
 - Lindsey Black moved to eliminate Pony Jumpers. Stephen Lang seconded the motion. Kimberley Brunson, Kim Cox, and Doug Brombach opposed. Colleen Brombach abstained. All others were in favor.

- c. Discussion of the effectiveness of the funds spent hosting exhibitor's parties and sponsoring classes (Child/Adult Jumper Classic and Handy Hunter).
 - \$13,000 was spent this year on sponsored events and classes.
 - There was discussion of hosting the classes at a different horse show with the idea that hosting the class at a show earlier in the year would encourage membership renewals. Hosting classes later in the year in addition was also suggested.
 - Lindsey Black moved to allocate \$15,000 to a total of four THJA sponsored classes (two hunter and two jumper), with \$14,000 allocated to the classes and \$250 allocated for each of four pizza parties to accompany each class. The events will ideally be equally split between the Northern show facilities and the Southern facilities. Doug Brombach seconded the motion. All were in favor.

- d. Election of THJA Officers and Executive Committee members
 - Doug Brombach moved to carry forward the Executive Officers from 2016 in their current positions, with the exception of Secretary. Stephen Lang seconded the motion. All were in favor.
 - Jerry Converse moved to amend the prior motion to nominate Doug Brombach as Secretary. Ellen Eakin seconded the motion. All were in favor.
 - Doug Brombach moved to nominate Stephen Lang, Robert Yaffe, and Matt Cyphert as Non-Officer Executive Committee members. Kim Cox seconded the motion. All were in favor.
 - 2017 Executive Committee is as follows:
 - President: Lindsey Black
 - First Vice President: Suzanne Warmack
 - Second Vice President: Jessica Harries
 - Treasurer: Linda Moore
 - Secretary: Doug Brombach
 - Non-Officer Member: Robert Yaffe
 - Non-Officer Member: Stephen Lang
 - Non-Officer Member: Matt Cyphert

The next meeting will be held on Monday April 17th at 1:00 PM. The meeting will take place in Austin, TX at a location to be determined. Lindsey Black agreed to send an email with details.

The meeting was adjourned at 11:47 AM.