

TVDCTA Meeting 17 May 2016

Attendees: Helen Bergquist (President), Gretchen Sienicki (Vice President), Paulette Lyons (Treasurer), Marsha Laitinen (Secretary), Monica Yother (Website/Newsletter), Victoria Tripiano (Publicity), Maiké Frye (Librarian), Natalie Weil (Shows & Clinics), Chris Cochrane (Membership), Judith Fiorentino, Janice Nixon, Kathy Coviello, Jean Stuart, Laura Pritchett, Marti Stone

0651 pm: Meeting called to order by Helen Bergquist (President)

Introduction of guest speaker & topic of presentation: Monica Yother & the new TVDCTA Website ("a work in progress") Monica will start tracking traffic coming into the site. Photos will be easy to add to the site, just email to Monica or tag.

A "Cafe Press" button has been added. Now purchasing TVDCTA merchandise has become easier than ever. Clicking on the logo takes you directly to the site.

New information/news/feeds will be updated regularly.

Award standings & volunteer hours open in an excel spread sheet & updated after each event.

If anyone has photo's of members participating in any local clinics or TVDCTA shows & would like to share them, please email them to Monica. (Please limit photos to TVDCTA shows only). New pictures will be added periodically as "sliders" & to the photo/gallery page. Photos also help with directing traffic & makes you more "discoverable". Captions are also encouraged.

A "Why Join" segment has been added. This should help with getting new members. An online membership form is also available.

Kathy Coviello suggested adding a "Why Volunteer" segment, outlining duties, volunteer opportunities & benefits & information regarding the "Volunteer Incentive Program." Kathy will talk with Biel Trudell (Volunteer Coordinator) regarding a coordinated submission.

An "Events" page will post/feature upcoming clinics, programs, meetings & shows.

A "Gallery" page will post photos from our shows & clinics.

A "News" page will feature posts by Monica & also have a Facebook link.

A "Resources" page will offer current tests, definitions, rules & protocols for handy reference.

A "Library" page will also be listed under "Resources" with current titles of materials available for members to check out.

Newsletters, both current & past will be archived on the website by Monica.

Confirmed by Kathy Coviello, the USDF GMO section does offer a link to our website @ TVDCTA.

Monthly meeting minutes will also be a new addition to the website. Initially suggested by Helen Bergquist, the question arose whether to keep the Treasurer's Report separate & accessible to

members as reported during the meetings. Discussion ensued & both Kathy Coviello & Gretchen Sienicke offered that 1. Other clubs/organizations publish their treasurer's report & with the club being a 501 C that transparency was important.

Meeting minutes will also be available on the website.

President (Helen Bergquist) Reading & approval of previous minutes: waived & the minutes approved as submitted/distributed.

Report of Officers:

President/Board Report (Helen Bergquist): The Board of Directors met virtually (via email) for the purpose of deciding whether or not to move the July 23 show date to July 30 to accommodate the barn host who has been called out of town on July 23. The Board of Directors decided to move the show date from the 23rd to the 30th.

Treasurer Report (Paulette Lyons): Beginning Bank Balance 19 April 2016 \$2,417.53

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|----------------------------------|-------------|
| PLUS | |
| Show | \$ 50.00+ |
| Membership | 400.00+ |
| LESS | |
| USDF Dues | \$140.00- |
| Show Expenses | |
| Ending balance as of 17 May 2016 | \$2,639.00+ |

Reports of Standing Committees:

1. Awards (Denise Ferrara-Payne): Absent

2. Bylaws/Grievances (Gretchen Sienicki): The TVDCTA Policy & Procedures draft, based on USDF guidelines, is on distribution to the board for review.

3. Librarian (Maiké Frye): The Library has three new acquisitions, Cross County, When Two Spines Align, & Modern Eventing. A list of all materials has been submitted to Monica for placement on the website.

4. Meetings/Programs (Helen Bergquist): Next TVDCTA meeting will be held on Tuesday, June 21 @ River Rock Stables. Dr J. Harney from North Alabama Equine Hospital will provide a presentation on equine vaccines.

5. Membership (Chris Cochrane): We currently have 65 members (30 more than 3 months ago). A list of current members, emails, phone numbers, addresses has been compiled. Chris suggested providing extra copies (~10) of membership applications @ the show secretary table of future shows. Kathy Coviello added that several (3-4) of the new members are juniors. There is also added interest in riders from the Cullman area in joining TVDCTA & attending meetings.

Chris Cochrane questioned whether it is legal to copy articles, etc from the USDF magazine for use on the TVDCTA website (ie Is My Bit Legal)? Per Monica Yother, Yes, as long as we credit the source from which it came-provide a link to that page.

6. Publicity (Victoria Tripiano): Met with WLRH to record a PSA which ran for two weeks. She is also going to be meeting with Ginny Kennedy (host of WLRH's Morning Edition, Morning Blend & fellow equestrian enthusiast) for a more extensive interview.

7. Shows & Clinics (Natalie Weil): Working to confirm judges for the July & August dressage/CT shows @ FRF. Brian Tweed (B'ham) is being considered for the July show. Brian or possibly Bill Fields for the August show.

Paulette Lyons requested that we obtain their respective costs. Jim Graham's availability is being looked @ for the October dressage/CT show @ FRF.

The SOP/venue agreement that Natalie is working on is nearly half the way completed. Once finished, it will be distributed via email to the board for review/approval.

Reports of Special Committees:

1. Volunteer Incentive Committee (Kathy Coviello): Kathy is looking into Cafe Press as one source for awards.

She will also be soliciting donations from local business. The same letter that was used last year is available this year for members to use to help procure donations (awards) of goods/services. Please be aware of expiration dates (ie within 6 months) on any certificates, as our awards banquet is still months away. Be conscious of opportunities to solicit donations throughout the year. Businesses are often solicited near the end of the year when they are very busy. A member has secured a donation of a custom stock tie from Jodi's Stock Ties.

There was no unfinished business to discuss.

New Business:

1. Victoria Tripiano suggested that with the Summer Olympics only months away, that we consider an "Olympic" theme for our dressage/CT show on 30 July. Using a PA system/speakers/announcer to present a brief history of equestrian sports in the Olympics, and to discuss Olympic level dressage, eventing & stadium jumping.

It was suggested to demonstrate a grand prix level dressage test & Andrea Pappano's name name was provided.

A motion was presented in two parts: A. To add an Olympic sports program to the July show and B. To form a temporary committee to develop & execute the program.

Victoria Tripiano moved to & Natalie Weil seconded the motion as noted above.

Helen Bergquist: Suggested that we also mention that the rules are identical for everyone from the Olympics to local schooling shows. It was also suggested that we set 1 jump to the height of an Olympic show jump for reference.

An inquiry was offered to the group on the availability of any former Olympians that may reside in this area? Natalie mentioned that Jim Graham has been "short listed" & Bill Fields had been part of the Canadian Olympic team.

A vote was proposed (Helen Bergquist) for holding an Olympic themed show in July & the development of a special committee (Olympic Games Equestrian Events) to oversee the execution of the plan. The members voted all in favor of the proposed motion. The President (Helen Bergquist) appointed Victoria Tripiano to chair the committee.

As there was no further business to discuss, a motion to adjourn was entertained by Helen Bergquist; moved by Judith Fiorentino & seconded by Natalie Weil; voted unanimously.

7:45 pm: Meeting adjourned

Marsha Laitinen, Secretary