

## Minnesota Hunter & Jumper Association

Board of Directors (BOD) Meeting Minutes

February 24, 2025

Ameriprise Financial, Wayzata



### Attendance

<i><b>Name</b></i>	<i><b>Present</b></i>	<i><b>Name</b></i>	<i><b>Present</b></i>	<i><b>Name</b></i>	<i><b>Present</b></i>
Tal Mizrahi '25	<b>X</b>	Meghan Gaddes '27	<b>X</b>	Nicole Salazar '26	<b>X</b>
Tracy Grandstrand '25		Betsy Keiffer '27	<b>X</b>	Christina Solie '27	<b>X</b>
Ireen Sommer '26	<b>X</b>	Stephanie Greeninger '25	<b>X</b>	Gina Vlahos '27	<b>X</b>
Emma Gambach '25	<b>X</b>	Kirsten Priebe '25	<b>X</b>	Meredith Varie '26	
Alyssa Deering '24		Jeni McDermott '25	<b>X</b>	Lauren Wood '26	<b>X</b>
Mia Forbes '26	<b>X</b>	Corey Scott '27			

### Summary of Motions

<b>Motion</b>	<b>Moved</b>	<b>Second</b>	<b>Approved</b>	<b>Not Approved</b>	<b>Comment</b>
January Minutes approval	Niki	Betsy	<b>X</b>		
Approval of Dec financials	Niki	Betsy	<b>X</b>		
Approval of Jan financials			<b>X</b>		
\$15,000 Banquet Budget	Stephanie	Ireen	<b>X</b>		
\$2,500 Education Budget	Betsy	Meghan	<b>X</b>		
\$750 Medal Finals Budget	Betsy	Meghan	<b>X</b>		
\$1,910 Media/ Comms Budget	Stephanie	Betsy	<b>X</b>		
\$10,300 Newsletter Budget	Meghan	Stephanie	<b>X</b>		
\$100 USHJA Standards	Jeni	Betsy	<b>X</b>		
\$14,000 Year End Awards	Stephanie	Ireen	<b>X</b>		
2024 YE Awards and Specs continue for 2025	Betsy	Meghan	<b>X</b>		



Adjourn Meeting	Betsy	Ireen	X		
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Meeting called to order by Tal at 7:05 PM

**1. Approval of January minutes**

**2. Approval of December financials**

**3. Approval of January financials**

**4. Further financial discussion**

- a. 4 bank accounts currently, no reason for that. There is an MHJA horse show account currently. Streamlining to 3 accounts going forward. Kaylyn and Ireen met last Friday to go over this.
- b. Lauren has invoice for year end awards, medal final ribbons for this year, she has this ready for 10% discount, emailing to Ireen to get this reimbursement paid
  - i. Ireen's email address: [ireen.sommer@ampf.com](mailto:ireen.sommer@ampf.com)
- c. January really no action, Kaylyn was finishing things from Harvest Horse Show

**5. Budgeting for 2025 year**

**a. Banquet Committee**

- i. Spent \$14,281 according to financial statement
- ii. We had \$15,000 budgeted 2024
- iii. Vote to keep at \$15,000 for 2025- approved
- iv. Doing silent auction can give us couple thousand kickback, starting earlier can help us get more traction on silent auction
- v. Mia will start looking at places/venues when she gets back from FL if anything new comes up bring it to the board
  1. Mia wants to hear from Jaime about last year's decoration cost

**b. Advertising Committee**

- i. Realistically don't need budget allocated at this point
- ii. In future, if we need cash we can discuss further

**c. Events, Education, Outreach (including Open Meeting?)**

- i. Meredith's budget request in WhatsApp (total: \$1500-\$2000)
  1. Mental Health event: \$300
  2. Haybales and Barbells: \$450 (\$350 event, \$100 refreshments)
  3. Hunter/Eq Judging: \$150 (refreshments)
  4. Braiding: \$TBD, (\$150 refreshments)
  5. Other event possibilities\*: \$450
- ii. Vote to approve \$2,500?
- iii. How was attendance at past events? Stephanie said mental health event had 18 attendees



- iv. Meghan said broader conversation about communication strategy, have to look at who's engaging, find out analytics, some educational things will be more successful than others. What kind of promotion are people we're partnering with doing?
- v. Goal to do one of these programs quarterly?
- vi. Meghan: we do it and test it, see response from members, ask if it's beneficial, do they want to see it in the future, are we able to see trends about things that are hitting better than other ones, strategic decisions to see what we're offering in the future, we can be more pragmatic about reaching members to show opportunities, what's in it for the members
- vii. Meredith did have some good feedback from her event last year
- viii. Stephanie: expectation is Meredith and Corey work with comms to promote these events, we have to start somewhere with outreach
- ix. Betsy: course walks, judges discussions have been great in the past, we partnered with zone to do one at midstates, we had to cut off at 9pm because it did so well (based on ponies)
- x. Tal says approve \$2500 for today, next meeting goal to talk to Meredith to see how we can better communicate with membership, giving her enough funds.

**d. Harvest Horse Show**

- i. Main expenses are donations to This Old Horse, We Can Ride, and Equine Innovations
  - ii. Kaylyn said we still have to plan to make donations for 2025 year
  - iii. \$17,000 total given to beneficiaries in January
  - iv. \$14,000 given in 2024
  - v. Total of \$22,000 donations from last year to the facilities in 2024 (Kaylyn did)
  - vi. \$11,000 Kaylyn proposed for 2025
- e. Junior outreach committee not needed this year

**f. Medal Finals**

- i. \$750 in 2024
- ii. \$750 proposed again for 2025, Lauren says it will still work
- iii. Side note: Lauren asked about MHJA being an affiliate, Betsy said we are a USHJA and USEF zone affiliate, Kaylyn might not have paid this year (\$100 per year)
  - 1. Tal got a receipt from Kaylyn that she did pay for 2025
  - 2. USHJA is auto affiliation fee, Tracy did USEF

**g. Member communications and media, newsletter, website**

- i. Website: \$350 for january (renewal fee)



- ii. Meghan says budget-wise at \$1500 for website is fine (she can probably get it lower, that's pretty generous)
  - 1. Domain and URL should be super cheap too
- iii. SurveyMonkey cost, godaddy, email
- iv. OrgPro expenses- Stephanie says they don't charge per membership, there's a fee per year
- v. Motion for \$1910 for media and comms approved
- vi. Newsletter- its own entity under media
  - 1. Meghan says let's keep it as is for now
  - 2. Motion for \$10,300 for 2025

**h. Membership**

- i. Form goes to MHJA gmail, Stephanie uses Orgpro to keep track of all payments and roster auto-updates
- ii. This is already covered in comms and media
- iii. We do not need a budget for 2025- Ireen says to table it for now

**i. Nomination**

- i. \$0 because it's just been word of mouth
- ii. Betsy says we don't mail ballots any more

**j. Points**

- i. Jeni might need a computer (Org pro has to be on a PC, she is currently using her work computer, they are replacing her work computer and she might be able to get it set up)

**k. Silent Auction**

- i. Part of the banquet
- ii. Betsy says only time it costs money is paper copies of things, otherwise there's a fee if we use the bidding app

**l. USHJA show standards and specs**

- i. Was \$100 last year, keep it at \$100- motion approved

**m. Year End Awards**

- i. Lauren says we spent \$14,130.94 in 2024- she can stay within that again
- ii. Lauren already got 2025 ribbons, 10% off hedges saves \$900, she has \$5-6,000 to work with for prizes
- iii. Stephanie motioned budget of \$14000 (includes ribbons, same as 2024)- motion approved

**6. Specs**

- a. Jeni sent 2024 specs via email
- b. This document specifies classes we award year-end awards
- c. Betsy: anything that's USEF approved, just say "see rulebook"
- d. Year End awards program talks about how to qualify, points allocations



- i. Betsy says that's how USEF does it (more horses, higher rating= more points) they have switched it up. Channel 2 counts for channel 1. MHJA never did this because we felt if you came to a horse show and showed, you deserved the points and the same amount of points if you went to a show with a lot of entries vs a smaller show (schedules are different).
- ii. Meghan: in our zone there's so few that it's favoring certain shows
- iii. Jeni: it affects the jumpers, you can have clean rounds and do well and not earn points for YE. If we want to change this, we will go through proper channel since this has been approved by board
- iv. Steph: from her perspective, how to level that playing field, horse show already happened, it needs to happen for next year if things need to be changed.
- v. Jeni: we used this format last year, should have talked about this earlier, she looked through rule changes and didn't see anything that would affect our specs.
- vi. Betsy: discussion of specs is academic, we can't change anything since we've started the year. In zone meeting, discussed short stirrup hunter can have simple changes shouldn't be considered in judging, but can't do it now since the season has begun
- vii. Table this discussion for the Fall of this year, October we need to discuss for the 2026 season!
- viii. Betsy says this was never put in bylaws so it can be changed
- ix. Betsy: a couple of possible rule changes, but hasn't seen anything about being approved, set to affect on 4/1/2025
  - 1. Zone meeting next week she will double check
  - 2. Only thing she suggested: keep an eye out, they're changing how you can use draw reins, what drugs you can have in your possession, qualification about when you can move up from low level jumpers (studies on falls)- anything Betsy can find, she will let Jeni know
- x. Betsy moves: we do 2024 specs and YE program for 2025- approved

## **7. Meghan's PowerPoint**

- a. Conversations we've had, challenges with web and advertising became clear there's opportunities to bring MHJA more into current tech. Summary of main things we must do first:
  - i. Digital asset changes we can use- conversation that would be worthwhile. Reason being: we need to start over on the website, living on an older version of Wix, the problem with sites like that is that when old versions update, things break. Bringing all things onto one platform would help things run smoother. From cost perspective, seeing what we spend on current



website, how it's serving our members, other/ better ways for membership to interact with information

- b. Ask for right now: more information next meeting about what a refreshed website would look like, preliminary framing about what experience could look like. What's working with Orgpro, what do we still need? How we can integrate this into our website for things to run smoother.
  - i. Can have mobile-optimized website
  - ii. From website POV, have website and mobile versions, you should build for mobile first, design in a way easy to navigate for phone
- c. Advertising and sponsorship there's not a lot in it for sponsors, we see greater revenue if more people are interacting with platform
- d. Meghan knows how to go about doing this! She doesn't want to change everything and appreciates the work that's been done, but see opportunities to enhance and better serve our members, things are no longer relevant
- e. Betsy: if we can redo everything, Harvest horse show website is inefficient, if it were more viable we could get more sponsors.
- f. Meghan talked to Heather about moving to digital newsletter, if that's the case Heather will no longer do it. We're operating at a loss currently with the newsletter. Aim for one or two issues put out in digital format, can see analytics, test it out with our audience?
  - i. Betsy: Heather wants to do it, it's a huge undertaking. People still like the paper one, people like the digital too- comes down to how you're used to consuming information. USHJA and USEF have gone hybrid
  - ii. Steph: it could be different fee if you want print vs digital in membership
  - iii. Meghan: CSDEA is hybrid, if other orgs in our area are doing it, it's good to look at what makes the most sense
  - iv. Betsy: Year end award issue should always be paper. One year end award issue, one issue that has specs, horse show awards program, directory, graduating seniors
  - v. Meghan: make one super special issue a year, make it more like a magazine, add more polish onto it, that's the commemorative one. Digital format would help with when they go out, not married to a specific cadence, does not have to be full issues, that puts pressure onto Heather
  - vi. Digitising newsletter, you can use click- through ads, taking directly to the advertiser's website. You're making that content shareable via social media, emails= more beneficial to advertisers
- g. Newsletter, Betsy says Meghan wrote a really good article as part of a series, Meghan will email to board, discussing horse welfare. She wants the board to read the article.



Ties in with what was at USHJA annual meeting- i.e. spurs. USEF does the rules, USHJA just suggests them.

- i. it's a huge, important topic, there have been lots of rule changes, Meghan wants it to be a conversation between all young and old members. First article is teaching what is USEF, second article will be more focused on horse welfare in competition. Do we find different people in the industry to get their perspectives on issues like footing, course design.
8. Ireen: updates on show ratings?
- a. Lauren's show: Missy is handling that portion, doesn't know what rating. All things are submitted, USEF back and forth with getting ownership
  - b. Betsy said none of shows were on USEF calendars because don't have approval/ ratings yet
  - c. Lauren has 1 week jumpers, 1 week hunters (only hunters rated). 2 separate horse shows, 2 separate affiliation fees (\$100 and \$160)

Meeting was adjourned at 8:50 pm

### **Additional Topics Discussed Out- of- Meeting (prior to 3/24 meeting)**

#### Summary of Motions

<b>Motion</b>	<b>Moved</b>	<b>Second</b>	<b>Approved</b>	<b>Not Approved</b>	<b>Comment</b>
Raise the ticket price for the banquet to \$65 and approve raising the budget to \$18,800 for the 2025 banquet.	Kirsten	Christina	X		