

Minnesota Hunter & Jumper Association

Board of Directors (BOD) Meeting Minutes

May 5, 2025

Virtual Zoom Meeting



Attendance

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

Summary of Motions

Motion	Moved	Second	Approved	Not Approved	Comment
March Minutes approval	Meghan	Betsy	X		
Approval of March financials					(tabled to next meeting)
Adjourn meeting	Betsy	Meghan	X		

Meeting called to order by Tal at 7:03 PM

1. Approval of February Minutes- approved



2. Approval of February Financials

- a. Bypass for now but revisit soon

3. Website

- a. Can't make calls about website expenses quite yet
 - i. We should make the website change this year, it will be something to share with the membership that things are revamped, it's a big front piece that they could see positive change
 - ii. Others aren't convinced this is the only option. Other choices instead of completely dismantling; we could start on individual pieces such as membership being able to pay in multiple different ways- there are other ways to get payment, we can utilize something that already exists! There are smaller, more affordable steps we can start with
 - 1. No one is going to come to the website if they aren't already interested in being a member
- b. We might spend lots patching things that break, so doing it now to make something that will work fully. There are other options that are more cost-friendly (like \$12,000)
- c. Meghan rescoped it, sent out, document that removed some functionality that's nice to have but not necessary (like content upload, sponsor dashboard, etc)
 - i. She got proposals back from Upwork and friend, didn't reach back out
 - ii. Now with those things removed, ballpark is \$8400 up to \$16,800- we would want to use \$8400 as benchmark for outsourcing
- d. Thinking about the current platform/ how it's living. Each website provider releases new versions of their website, and when that happens things get wonky. If we think about features of our website that best serve our members, we will end up with something that doesn't work in the long run. Adding different plugins and those have updates too, when things can break. That's when you have to pay people to figure out how to fix it. Even if we say we will keep the existing site and rebuild, Meghan says the current template is no longer being supported by Wix. If we want to modernize, we would have to change the template- which means current site formatting needs to be redone.
- e. What is a good budget we can look at?
 - i. Meghan says \$8400 is really good for what's been rescoped, there's not just building website, but you have all the content (editing, photos, etc)
- f. Do external web developers know what we need? Are we going to be able to maintain this ourselves once it's created? (It should be maintained by us, not pay another external person)
 - i. Meghan says different platform options (Wix, Squarespace, Wordpress)- wordpress and squarespace are much more user friendly than now



- ii. We can create a guidebook about how to work on it (for future board members to understand)
- iii. When we want to make changes, we can do it ourselves
- iv. Different versioning of the site, say in 5 years, we might have to pay someone again when new templates/plugins are out. We don't know exactly when these templates update
- v. Stephanie says things break, she is paying to build and maintain her website, expensive per hour
- g. 3 months on the buildout?
 - i. Yes, this is a realistic timeline (12 weeks). High level, be a week or two of figuring out functional requirements, then we have building architecture, then content (8-9 weeks), then 1-2 weeks of testing
- h. Next meeting will be May 19 (that will allow us to get financials, understand budget)
- i. One view= we need to understand the budget so we know what we can do. Another view= discuss top 3 things we want to be different about the website and improve user experience. If we do it piecemeal, how would we prioritize things to change? We want to make sure it works with Orgpro
 - i. Even if we update the 3 things, we will still have to pay at some point to make the needed change on the backside.
- j. We aren't talking as much about what this update could unlock around sponsorship, Meredith thinks this could improve our financial position in another way. As it is now, sponsors don't want to support as much, but it could make positive change and help offset cost.
 - i. Look at what will set us up for the future, in order to have something that's user friendly and attractive. Unlocks revenue potential
- k. Betsy: a long history on the board. Website was done cheaply, thinks it's time to update. We need to look realistically about what we will need. She has worked with MHHS for many years and sponsorships are limited. We might think we can get a lot of new sponsors, but we are not big enough to get major ones, we don't have enough members to make sponsorships super worth it.
 - i. Thinks better calendar would be useful, better roster that people can download and print (would need gatekeeper)
 - ii. We have patched it in the past many times, there are limits to what we can get out of the website in its current form
 - iii. We need financial statements in order to see where money has gone. Budgeting \$14,000 for year end awards is a ton. Not everyone has seen an itemized list and understands where we're spending.
 - 1. Lauren says this is ribbons and awards- in 2021 was \$9000 just for prizes.



2. There are other places, like Patti Nelson with coolers. Conversation about if money is spent best on that or other prizes. Lauren wants things to be different and used by members
 3. MHJA has done horse things for hunters, people things for equitation in the past
 4. People are using the MHJA reserve champ cups
- I. USHJA and USEF are not great websites. Do we want people to use the website and get information they need– yes! Some things will be limited by what we have to work with. Hard to get information, sometimes don't get all the perfect info at the beginning of the year. We just want to make the experience better for members
- i. There are some people that don't sign up to be members because the system isn't working
- m. Jeni put third party link to things people have already created and we can use (i.e. for membership)
- i. <https://alternativeto.net/software/join-it/>
 - ii. We need a website that will work with that
 - iii. Agreed we should switch platforms, there are things we can do (with a new platform) that are user friendly and we can use. More realistic to get members what they need, we are volunteers and need to keep our scale in mind and how small we are.
- n. Meghan sums up: All agree that we need to improve things (payment processing for example). Sticking point is budget. Arbitrary conversation until we understand numbers and what's available to spend.
- i. In the interim, everyone can jot down the top things they want out of the website! Good starting point to understand priorities. Helps us to determine at that price point what we can accomplish
 - ii. Meghan will need to help us understand the functionality, technology feedback, what's not working now and needs to be changed first
- o. Some things board members need help understanding with new website criteria and jargon about features
- i. Meghan can update this and provide high-level descriptions of features. She will help explain what's non- negotiable
 - ii. Mobile-optimized design NEEDS to be high priority
 - iii. Member registration (and payment processing)
 - iv. Sponsor visibility
 - v. Basic stuff= event calendars, newsletter archive (need to have a place for this)
 - vi. SEO optimization (how quickly things load)= non negotiable, have to have a good user experience



- p. We will start seeing new things in the next few years, Meghan wants us to think into the future, how can we plug into these new things popping up
- 4. Newsletter
 - a. Bigger conversation moved to next meeting
 - b. Tracy and Heather talked, she is on board with trying a digital newsletter, we will try
- 5. Memorials
 - a. Betsy: what we've done in the past= either flowers, or what family requests. In the past, it has been \$100
 - b. Rand Miner= requested a donation to his favorite charities (Camp, North Haven)
 - i. Betsy can forward a link to Tal/ Ireen
 - ii. She can also ask Elizabeth which charities are preferred, where it will make a difference, Betsy can get info to Ireen
 - c. Tracy's family= we could send something to Corey
 - i. Tal will bring flowers on Wednesday, sign from the MHJA BOD

6. Old Business

7. New Business

Meeting was adjourned at 7:59 pm

Additional Topics Discussed Out- of- Meeting (prior to next meeting)

Summary of Motions

Motion	Moved	Second	Approved	Not Approved	Comment