

## Minnesota Hunter & Jumper Association

Board of Directors (BOD) Meeting Minutes

March 24, 2025

Virtual Zoom Meeting



### 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	<b>X</b>	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	<b>X</b>
Alyssa Deering '24		Jeni McDermott '25	<b>X</b>	Lauren Wood '26	<b>X</b>
Mia Forbes '26		Corey Scott '27	<b>X</b>		

### Summary of Motions

<b>Motion</b>	<b>Moved</b>	<b>Second</b>	<b>Approved</b>	<b>Not Approved</b>	<b>Comment</b>
February Minutes approval	Ireen	Betsy	<b>X</b>		
Approval of Feb financials	Stephanie	Tracy	<b>X</b>		
Adjourn meeting	Ireen	Meghan	<b>X</b>		

Meeting called to order by Tal at 7:03 PM

- 1. Approval of February Minutes-** approved
- 2. Approval of February Financials-** approved



- a. Ireen emailed Tal and Tracy, insurance due for officers (went up a little bit, which is normal). Tal or Tracy will e-sign and get it back to Ireen

### **3. Website Platform- Meghan**

- a. Piggybacking off last month's discussions about refresh strategy. Spent time looking into options for the website, this is a high-level overview
- b. Goals of new website:
  - i. Modernize MHJA website with automation, ease of use (membership renewals, automated emails going out, etc)- takes out workload
  - ii. Implement event registration, membership management (i.e. clinic sign up) & leaderboard (phase 2)
  - iii. Ensure strong sponsor integration and mobile-friendly experience (more able to track traffic)
  - iv. Technology is changing all the time, the current platform (Wix) is outdated. Want to balance ease of use with longer-term scalability and customization
- c. Comparing 2 new platform options: Squarespace vs WordPress (templates can be retired with updates- current website template is old and hard to modernize, updating version can make you start from scratch)
  - i. Ease of use: Squarespace is super easy, looking at transferring board roles. WordPress is a bit harder to use
  - ii. Customization: Squarespace has limits, CSS coding ability (any options MHJA will likely need). WordPress is more enhanced in themes and plug-ins available. Meghan likes to limit plugins
  - iii. Membership: how can we streamline the payment and renewal process? Squarespace has a subscription-based model you could modify. WordPress has MemberPress (their own suite, more robust)
  - iv. Leaderboard Integration (farther in future): both have APIs, technologies can talk to each other and pull from other websites in a user-friendly format
  - v. Event System (registering for events, payment features): both platforms have, Wordpress more robust
  - vi. Sponsorship Management: keep eye on traffic, able to tell sponsors how many clicks they get, etc (WordPress more robust)
  - vii. E-Commerce features: both built in



- d. Meghan leans towards SquareSpace for ease of use (for onboarding, knowledge transfer for new board members taking it on), but WordPress is better for customization and scalability (but complexity is likely not needed)
- e. Annual fees are relatively similar. WordPress depends on how much customization is involved and plugins (purchase additional functions). Per year, looking at \$500-700
- f. Nicole's WordPress website was set up by Sarah Donnell's son, then easy to maintain on her own
- g. Cost of web build- variable
  - i. Agency route: \$20,000-30,000
  - ii. Freelancer route: \$4,000-\$6,000
  - iii. Meghan knows some people she can reach out to, can also put a bid out. She can pull some quotes vs what Meghan would charge- she can facilitate the process and we will vote later
- h. Depends on what we want the site to look like, how much detail and features will drive the cost. Phasing too, implement things down the road so not having cost all at once
- i. Would be great to have a new site launched by summertime!

#### **4. Newsletter**

- a. Last meeting we talked about some ways to reduce costs. Thinking about our member base and how they're interacting with information. There is definitely a place for a printed newsletter, but a hybrid model where we have a couple in digital version could be great.
  - i. Archival standpoint- could live on the website (newsletter is considered a member benefit, we could put a gateway so only members have access)
    - 1. CSDEA has their old newsletters on their website
  - ii. Sponsor ads can be clickable, reach is expanded
- b. Maybe do a digital summer issue? Survey members afterward
- c. Convenience is important, easier for some people to access information on the go if digital. Still good to have paper copy, want to keep the sentiment and find that balance
- d. Nice idea to do this simultaneously with revamped website, push people to the website. More likely to get information shared by members. Helps our brand and voice in the community
- e. Postage is expensive! Between \$8-\$10 per issue to have mailed



- i. Might be good to survey the membership about what they prefer
  - ii. Some people are getting multiple newsletters, OrgPro makes it tricky to input into spreadsheet- this could be a source of extra cost
  - iii. Could we charge people \$7 if they choose the printed version?
- f. This is a good time to test this especially with Harvest not happening this year
- g. Talk through with Heather. She does a great job and volunteers her time.
  - i. Print will still be done too- whole process will still be happening, just will load it digitally in addition
  - ii. Hopefully we can have a conversation to show the idea, still having a special year end issue
- h. Is the vision like the Chronicle online?
  - i. Yes, it would be like flipping through a PDF. Same newsletter you could do on any device
  - ii. Nicole likes "Isuu" platform
- i. We can tell members when deadlines will be, have them request what type of version they would like
- j. Sarah is currently the one putting it together, she is digitally savvy and could be very helpful and is supportive
- k. Next issue is graduate issue- seniors will be featured

## **5. Membership Drive**

- a. St. Croix is already doing one- April 5th, MHJA can be there, Patty said she would help, Corey can be there. We would need flyers, QR code, picture frame
- b. Last time, was in conjunction with Red Pine membership drive with tack shop discount
- c. In the past, not a ton of memberships result from this (horse shows push more people to register)
  - i. The times Betsy has done this, you get lots of asking but not much joining
- d. We have always had collaboration with CSDEA, ads in each other's newsletters, Sarah works with them too
  - i. They have busy show schedule, go to local jumper show days for schooling

## **6. Horse Shows (Sponsorships)**

- a. Tracy wants to propose yearly sponsorship for MN shows, paperwork is back home and will be a WhatsApp proposal/ vote later



- b. USEF 1 week 4- day B show (2nd week waiting to see if it's A show or 4-day B show) for May, has to pay USEF before they'll put it on their website
- c. July Stonegate is 4- day B show
- d. Lauren is doing 4- day B show
- e. Good social media post to update

## 7. Old Business

## 8. New Business

- a. Can Ireen send a financial statement at the next meeting?
  - i. Hesitation with her work computer, things need to be done securely. Ireen can use a box folder, board members can get access
- b. Tax filing this year?
  - i. Has not been filed yet, we do an extension on it. (There is a spreadsheet)
- c. Tim Hott called Tal, MHJA trainers might want to get together, if we are going to support that show or not. If he has 2 weeks, we should support. He will put less money in the prix if there are 2 weeks
  - i. Lauren's show is over fair dates, so no issue there
  - ii. People might not go if just 1 week
  - iii. As we learn more, we can share

Meeting was adjourned at 8:19 PM

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

### Summary of Motions

Motion	Moved	Second	Approved	Not Approved	Comment