

EIDEA BOARD MINUTES

Approved 11/19/2023

Date: 11/13/23

Time: 7-9 PM

Organizer: Leigh Ennen

In Attendance: Leigh Ennen, Jerri Allen, Kate Kostenbader, Donna Hammond, and Ted Lepic

Approval of Minutes: Donna approves. Ted seconds.

Budget Report:

Beginning balance = \$7807.12

Deposits = \$0

Withdrawals = \$376.32

- Mailchimp = \$13.78

- Transfer domain from Google to Wix (3 year) = \$82.70

- Activate Wix business mail = \$152.64

- Upgrade Wix email marketing campaign plan to enable 5,000 messages /month
= \$127.2

Ending balance = \$7430.80

Membership update: Donna reports there are 3 new individual and 1 new business membership for 2024.

Website: We have a business email account that can send emails from a wix.com account or through Gmail. The latter emails appear as sent from the info@EIDEA address. The former is likely treated as spam, the latter we need to make people aware that they should set a rule in their email to route that address to their in-box. Using the email marketing campaign function, we can send email campaigns to all or subsets of members and non-members based on their interests and previous interactions with us. We can see whether the email was delivered, bounced, or was opened and by whom/when.

We could activate member log-ins - which would be a way for members to change profiles and participate in open forums for discussion on topics of interest.

Vote on Dissolution: An overwhelming majority of members voted no to dissolving the GMO. 33 NO vs 7 YES. A clear message that we should retain the club. 28 members did not respond.

Draft Ballot: We have no less than 2 members interested in each board position and several for the at large positions. Leigh reviewed the by-laws which state we could have up to 11 members.

2024 Calendar of Events:

- Solicit Suggestions for Activities – ideas to date (up to new Board but feedback needed)
 - January – Tack Swap (needs volunteers to run)

- February – Introduction to In-Hand Showing or Working Equitation?
- March – Trailer Safety/Maintenance/Practice Backing/Tire Changing at Tamarack Show (huge parking lot at Kirkwood; can work indoors for everything else)
- April – Julie Christie (already scheduled)
- May – Eric Dierks Clinic associated with Catalpa May Horse Trial?
- June – Ride a Test (Nena Denman?); Tamarack Schooling Show
- July – Introduction to In Hand Showing or Working Equitation; Tamarack Schooling Show
- August – Catalpa Trail Ride and picnic
- September – Dolly Hannon/Caryn Vesperman/Jodi Ely/?? clinic
- October -
- November – Annual dinner
-

It was decided that Donna would lead the open session of the meeting.

7:22 PM Members and non-members were admitted to the open session of the Zoom meeting. Between 25 and 27 individuals participated in the meeting. All participants were able to speak. As is customary with large meetings, the chat among participants was disabled so that side-bar discussions did not derail the group's focus. Participants could also post questions in the chat to the host (Donna) who then read them to the membership.

- Donna welcomed participants and presented a 5 slide Powerpoint including the mission statement/finances. There was a brief discussion about whether status as a 501c3 organization should be pursued and its cost. A member volunteered to contact a lawyer friend to learn a bit more about the process.
- The group then reviewed the results of the vote to dissolve, which was 33 No, 7 Yes and 28 no response. This response supported the decision to move forward with a ballot and elections.
- A draft ballot was presented and discussed. One member withdrew her name from consideration for two of the three officer positions available. Several attendees voiced interest in the at-large positions. There was discussion about the responsibilities of the at-large position. In the absence of volunteers to assist or to whom activities could be delegated, board members often end up shouldering responsibility for the activities. At-large

members may also be delegated specific responsibilities depending on their special skill/interest and could be called upon for certain events/activities.

- We have one member interested/skilled in social media. After discussion as to whether social media coordinator should be an at-large position and just how many at-large positions should comprise the board, it was decided that this position would not have voting rights and that the maximum number of at-large positions would be 5.
- The ballot will be updated and emailed hopefully by Wed, November 15 with a voting response due on Monday November 27th.
- A question was posed- can people vote anonymously or must names be provided. It was decided to give people the option. WIX generates a number ID for each response, but having names would help us determine who hasn't voted yet and do a more targeted reach-out if response is low.
- Renewal of current membership is not needed to vote at this election.
- Ted Lepic, as departing Treasurer, will count votes. He is not seeking an additional term.
- To avoid a financial penalty, we need to submit a roster of members by November 30. It need not include the new officers nor be complete. Some GMOs do not hold their elections until January. However, in the interest of moving forward, the general consensus was that we complete the election by November 27 so that leadership can get moving in December.

2024 Potential Activities: (please reference slide deck)

- Discussion from members that in the past the club provided educational forums at no cost. Prior to COVID- monthly business meetings were combined with events at a local library etc. As the virus impacted so many aspects of our lives - it did EIDEA as well. Monthly business meetings continued to be held via ZOOM by board consensus for ease of participation. Any interested member may participate.
- A few free low-cost events in local venues have been held as COVID subsided, but participation has been low.
- Members participating this evening offered they would like to continue the practice of hosting free events. A few offered to volunteer or host. We have members near Dubuque willing to host events.
- There are a number of venues available that can host mounted activities including Greenbriar, Iowa Equestrian Center, Catalpa Corner, Winds Reach and River Ridge.
- The discussion on incentivizing volunteers was brief. Professionals find it difficult to volunteer at shows or clinics when assisting their students. Since

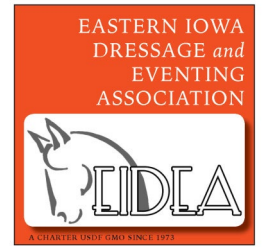
we do not sponsor shows, a mechanism used by others that requires people to volunteer in order to qualify for year-end awards does not fit our model.

Additional Comments

An appeal was made to continue to provide no-cost educational events.

It was reiterated that the current Board members did not have the intent to dissolve the GMO. A wholesale resignation would have achieved that end by throwing the GMO into a leadership vacuum. Indeed, several had put their names in for consideration for service in 2024. A proposal for dissolution had been made and a vote on the proposal was asked of the membership.

Donna was unable to capture the chat after ending the meeting.



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Mission

Our mission is to provide innovative, high quality learning for Dressage and Eventing riders and enthusiasts in Eastern Iowa. By engaging our members in the pursuit of a deeper understanding of our equine partners, we foster a sense of community and shared purpose.

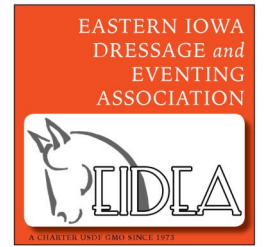
Overview of Finances

We are registered as a non-profit with the State of Iowa. We are not (yet?) a 501c3 organization.

As of today, we have about \$7,430.80 in a savings account.

Non-profits are advised to maintain a reserve equal to 2 years' operating costs.

Clinics and events either “make ends meet” (e.g. Tack Swap and Ride a Test in 2023) or generate about \$200 in “profit” (Tack Swap 2022; Dolly Hannon Clinic)



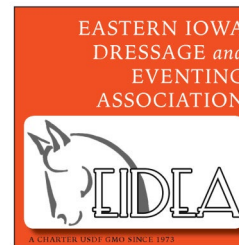
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Result of Vote to Dissolve EIDEA

- Sent to 68 members
 - NO: 33
 - YES: 7
 - No response 28
- Clear message that GMO is valued and a directive to move forward
 - Elections
 - Calendar of Activities

Draft Ballot (as of 11/13/23)

- President
 - Katherine Wilson
 - Donna Hammond
- Vice President
 - Heather Wilson Roller
 - Megan Ward?
- Secretary
 - Danielle Grimes
- Treasurer
 - Deb Johnson
 - Susan Keller
- Member at Large (5)
 - Kate Kostenbader (current)
 - Jerri Allen (current)
 - Becky Powell Renneckar
 - Robin Ballantyne
 - Michelle King (?)
 - Kelly Kramer
 - Cecelia McConnell?
- Social Media Coordinator (not a voting position)
 - Jill Jackson



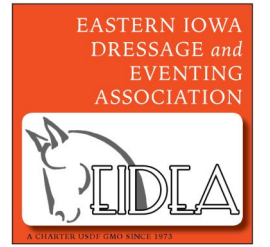
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Year Activities - Suggestions

- January – Tack Swap (needs volunteers to run)
- February – Introduction to In-Hand Showing or Working Equitation?
- March – Trailer Safety/Maintenance/Practice Backing/Tire Changing at Tamarack Show (huge parking lot at Kirkwood; can work indoors for everything else)
- April – Julie Christie (already scheduled)
- May – Eric Dierks Clinic associated with Catalpa May Horse Trial?
- June – Ride a Test/Taste a Cheese/Wine (Nena Denman?)
- July – Introduction to In Hand Showing or Working Equitation
- August – Catalpa Trail Ride and picnic
- September – Dolly Hannon/Caryn Vesperman/Jodi Ely/?? clinic
- October -
- November – Annual dinner
- Laine Ashker clinic
- Cavaletti clinics
- Horsemanship
- Despooking
- Jillian Kreinbring - First Fundamentals – April at Iowa Equestrian Center
- LandSafe– tumbling 4 hrs a day – quite strenous
- Educational Events – monthly and **free**
- Youth involvement

Incentivizing Volunteers

- ?



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