



## **January 4, 2024 Special Board Meeting**

Call to Order-7:33

In attendance: Phillip Williamson, Robin Wood, Diane Hinch, Anne Lesko, Gordon Reistrup, Heather Weaver, Anne Johnston, Jamison Strasser, Sarah Vagnoni, Robin Mellen, Ann Shawver and Luanne Leonard.

The meeting opened with a presentation by Ann Shawver regarding the current financial situation. She enlightened us as to her background as a professional accountant. The presentation was in a slide format and contained much useful information. She focused on the most meaningful slides, then opened for questions. A five year period of information was covered. A condensed presentation will be given at the Show Managers meeting next week. The entire slide presentation is available as requested for review.

Additional discussion focused around two areas of action as well how the Association can regain financial stability. Being able to visualize the situation through the presentation was a big help! It made it more evident that the decline was not all about the Annual Show. It was suggested that, in addition to the upcoming benefit show at the end of the month, that we also solicit for contributions. Getting members and not just the board involved was recommended.

Robin Mellen discussed the \$5000 grant money we have from the yearbook and how we can use it. It is not an actual part of the budget and had limited uses.

The figures of \$15000 or \$10000 were suggested starting points as monies we would need to raise to get started. This money would cover current bills as well as purchases for the upcoming show and banquet. Ann Shawver encourages we share information to create transparency and demonstrate confidence from the board to the membership. Such a great gift Ann has given the organization in this work and presentation. Anne Johnston provided the help she needs to get it done! Thanks to both.

Next topic being the upcoming Benefit Horse Show. The issue brought up by some of the membership regarding the \$25 charge for schooling on Friday was discussed. The final outcome was to make it a "contribution" at the individuals discretion. Classes offered at the show were discussed as to number of classes and adding a division. The feedback we received from some members led up to this discussion. A 2' to 2'3" division was requested and approved.

Donations for the show and organization was on the table for discussion as well. Heather suggested a ticketed warm up?? The fee would be \$25. It was decided to go with the

contribution option. Sarah V will make a post about this option. It will also be posted about the additional classes and updated class schedule. Phillip will email with changes.

The in-person Annual Membership Meeting was the next topic of discussion. It will be a hybrid meeting offering both zoom and in-person. The Horse Center has generously offered the space in the Mezzanine for the meeting. It will be held on Sunday afternoon the 28<sup>th</sup> at 2:00pm. The show managers meeting will still be held on Wednesday the 10<sup>th</sup> at 7 pm by zoom. There will be an update on the financial situation of SWVHJA from Ann Shawver at the end of the meeting. There was a question as to why we took financials off the website. After discussion regarding how other organizations handled it and how it had been handled in the past, in keeping with transparency, Anne J will include the Ann S presentation in the invitation to the Annual Meeting.

The Banquet is a go! Dates were reviewed, final decision was Friday evening the 9<sup>th</sup> of February at 7:00pm. Date decided on based on dates offered by Wintergreen's calendar and other activities on SWVHJA calendar. We did not want to step on any shows directly and had to go with putting it the evening before the Sweet Briar show.

Robin Mellen talked about the yearbook and how to best spend the \$5000 grant money. Luanne Leonard talked about getting ads. Robin Mellen said she was happy to make calls and send/distribute information. Robin Mellen talked about making a color add as trying to use the money to the best advantage. Sarah Vagnoni has a source (Aly Black) who may help us with some of this.

Phillip Williamson will reach out to Carla Francis to see if she is willing to take a small reduction in her check so we can finally get her closed out.

Further sponsorship of the Show and banquet expenses was brought up. All agreed that we will take any and all donations toward these expenses.

The final topic was the change in the date for the annual show. Due (again) to the eventing calendar, we will either get bumped to the same date as 2023 in October or the later date in November. Therefore we are unable to make a choice about hiring judges and other officials until that date is confirmed.

Last item, Phillip Williamson will draft and send a response on the December minutes.

Meeting finally completed!!