

Ride and Tie Board Meeting Feb. 2, 2017

Members present: Gunilla Pratt, Janice Heltibridle, Liz Perkin, Steve Anderson, Chris Amaral, Lani Newcomb, Kirsten Seyferth, Susan Smyth, Ben Volk

Members absent: Mary Tiscornia, Steve Shaw, Greg Fellers

Meeting called to order at 6:38 pm PST by Gunilla Pratt

Chris moves to approve the minutes from the last meeting (January 12, 2017), Janice seconds, minutes approved.

World Championship Budget—Janice Heltibridle

- Steve Anderson: paid more than \$68/buckle—it worked out to \$99.73/buckle with set-up costs. Ben: include these costs in the budget of each race so that we can afford the next order in a few years. The next order should cost less because it won't have set-up
- Do we always have a farrier/pay for a farrier? Janice pointed out that the course is very rocky and it's highly likely that several horses will lose shoes. We need to pay something so that we can retain them for the day (otherwise we need to guarantee a certain amount of business). We have had paid some amount to have a farrier on-site at championships before. Gunilla suggests \$100 retainer and a free meal.
- Estimating 40 teams
- Usually pay race director \$1000 for all their work, so this will be included in budget
- Hoping to find some cash donations from local businesses to negate some of the expenses
- Lani motions to approve the budget. Sue seconds. Budget approved.

General Ride and Tie Budget—Gunilla Pratt

- Sue: Coolest Ride and Tie made a donation to Tevis Trail Foundation—funding a trailer that will have a banner specifying that the Ride and Tie Association paid for the trailer; will be at Tevis.
- Janice: are first-timers still having their Championship fees paid for (through the Sullivan donation)? Steve Anderson didn't set up a specific separate account, so it's unclear how much is left in that donation to cover new members. Let's continue this through this year to bring in new people. If people have been members before, this wouldn't apply to them. End at the end of December 2017. At Championships this covers membership and entry fee, at smaller races, just the membership is covered.
- Ben: \$2000 for merchandise sales through the website, seems like it's probably high. Replacing with \$500. Sue will look into what's happening with the webstore.
- Janice was hoping to find out what merchandise is available in the trailer and see if someone traveling east would bring some of them to sell at the World Championship. But there's not really a whole lot in there worth selling in the trailer. GU, TrailRunner Magazine, and Platinum Performance are making donations/deep discounts for the World Championship.
- Advertising: \$2400 for Facebook, focusing on equestrian magazines—need to find a good east coast equestrian publication for advertising on east coast. Budget should probably be around \$4000 total for advertising.
- We can eliminate the line with the scholarship spending from this year's budget.

- New website budget should probably be \$1200, but moving it up to \$1500 just to be on the safe side. That includes the hosting for the website for 5 years. Will have the new website to share fairly soon. A reminder that everyone who enters data on the website needs to use the web address that Kirsten sent around (<http://www.rideandtie.net/m/>) until the new website is up and running, at which point it will revert to www.rideandtie.org.
- Newsletter budget: this is a really expensive budget. Can send through email for \$45/mo. How do we deal with people who don't have email or aren't really into computers? Can there be an option to keep it print-on-demand for some people? Can finish out this year and re-evaluate next year. Rather than a newsletter in January, maybe do a handbook. Maybe do two big ones and have the others digitally? Will revisit this idea next year.

West Coast Championship Budget—Chris Amaral

- Will adjust buckle cost so it matches what Steve A. mentioned earlier.
- Chris wants to put together a program but would like help.
- Gunilla is also donating Am/Am award
- Sue is doing goody bags and raffle
- Has \$1200 for merchandise—planning on hooded sweatshirts with race logo, maybe running hats.
- Need to include race insurance: \$10/team
- Thursday potluck? Steve Shaw can donate?
- Ben: maybe some raffle income, Chris isn't sure how much to put in. Sue says around \$500, Steve A. confirmed. There will also be an endurance ride that we can clean up on, potentially.
- Think about maybe making the regional championship awards not big buckles, but do smaller-scale awards. Steve A. said for the first regional championship we paid for up to \$3000 of the cost of the regional championship—should we stick to this? We should discuss the future of the regional vs. World Championship. The buckle is definitely a big motivator for doing the long course at the championship. Gunilla is going to look into finding some simpler, less expensive buckles. We'll discuss buckles and championships at the next meetings.

Meeting adjourned at 7:33 pm PST by Gunilla Pratt

Treasurer's Report:

January 12, 2017 Board Meeting

Attached are the 2016 financial reports for The Osterweis Fund, Dodge & Cox endowment fund.

The Wells Fargo Checking account has \$12,780 and the PayPal has \$50.

Other than myself, the following individuals have "authorization" to the accounts:

Dodge & Cox: Ben Volk, Chris Amaral

The Osterweis Fund: Ben Volk, Chris Amaral

Wells Fargo Checking: Ben Volk

For anyone who is or has been the executor of their parents/grandparents accounts understands the importance of having more than one name, should that person die. I believe at this point I am the only person with user name and password for the PayPal account.

The Treasurer would like to find a member who is a tax preparer, willing to volunteer time in preparing the associations 990EZ and related forms.

Steve Anderson