

Ride and Tie Board Meeting July 27, 2017

Members present: Gunilla Pratt, Janice Heltibridle, Liz Perkin, Mary Tiscornia, Lani Newcomb, Carrie Baris, Courtney Krueger, Susan Smyth (joined at 6:48 pm)

Members absent: Steve Anderson, Greg Fellers, Chris Amaral, Steve Shaw

Meeting called to order at 6:34 pm PDT by Gunilla Pratt

Lani Newcomb moves to approve the minutes from the last meeting (June 1, 2017), Janice Heltibridle seconds, minutes approved.

Review expenses—Gunilla Pratt

- Janice still waiting for some receipts to come in for final finances on Championship
- The World Championship had 11 teams in fun ride on Friday, 28 teams on Championship course (3 elevated), 4 teams short course, 2 teams in Saturday equathon, 4 teams on Sunday equathon
- Looking at having the Association covering \$2600 in expenses. Includes previous donations (Am-Am awards, etc)
- Lots of young kids participating in fun run on Friday
- Janice did an amazing job putting together a great event. Mary wanted to offer her special congratulations for an excellent event
- Venables won Best Condition and will mail back the trophy for next year's Championship

Alternating Championships—Proposed by Greg Fellers

- Greg wanted to change the by-laws, but doesn't seem necessary
- We've agreed that we will alternate World Championship on different coasts
- Probably not a good idea to stipulate alternating in by-laws just in case

Website Management—Gunilla Pratt

- Carrie Baris has some experience, but doesn't
- Liz could move over to website and Carrie could take over social media (Facebook, Instagram, Twitter)
- Maybe start some give-aways on Instagram, like AERC
- Connie Caudill (AERC Sanctioning Chairman) wants to hold a Ride and Tie in Florida in February of next year, near Ocala—if they pre-register, they can get free entry to the ride (with the Godfrey Sullivan fund)

Membership/Recruitment—Susan Smyth

- Put membership renewal form in November newsletter
- Do email blast as well in November, December, January
- Try to get emails from people who have done a ride and tie in the past 5 years and email those people as well to try to get them to renew as members
- We need to start putting out membership handbook so we all have each other's emails; it can be a small handbook and can maybe take the place of the January newsletter
- Bob Heltibridle actually already downloaded member info for points purposes, so Janice can work on putting together the handbook

- Carrie is willing to take over email list, so Liz will send email list to her
- Maybe we could do drawings so that anyone who has renewed their membership by a certain date (e.g., December 31), they would be eligible for the drawing
- Susan entered ~30 new members from World Championship competitors. Maybe we should send a bumper sticker that fits easily in an envelope with the rest of the new member information
- Janice will send a bunch of bumper stickers to Susan to send to new members

Buckle Discussion—Steve Shaw

- Many people are excited for the buckle and are motivated—people at the World Championship elevated because of the buckles. It is a motivator for all competitors.
- People who have extra buckles donate them back if they aren't attached any more, and they are engraved with the original person's name, and handed out like at Old Dominion or Tevis (legacy buckles)
- Courtney liked the idea of using old buckles with the dates, and has the idea of maybe eliminating cash prizes and putting that money towards buckles, especially having a top-10 buckle
- Is there room on the buckle for a re-design so that we can add Top 10? Carrie is looking at her buckle and says yes. So maybe we order 100 Top 10 buckles
- Use those previous buckles as an alternate award (another kind of legacy buckle), maybe with new year added to it. Maybe there's a story to go with the buckles for each year (maybe taking from Annette Parson's 40 Years of Madness book) so people feel a connection to previous years
- Do short course equathon/long course equathon—making longer equathons that are closer to championship course length and maybe make a buckle for them as well? Susan would like to offer a 50k run as well, maybe the next day
- Maybe use something like chairs as awards for the Regional Championship, because then people use them and they get seen and advertise
- Lani has 12-15 buckles left, so we will likely need to re-order before next year's championship (need to check and see how many others have)
- Maybe need to talk to Ben about re-ordering

Vote for Board Officers at next meeting on August 31st at 6:30 pm PDT

Meeting adjourned at 7:22 pm PDT by Gunilla Pratt

No Treasurer's Report Submitted

Treasurer's Report