

Ride and Tie Board Meeting January 10, 2018

Members present: Gunilla Pratt, Janice Heltibridle, Liz Perkin, Courtney Krueger, Susan Smyth, Lani Newcomb, Greg Fellers, Carrie Baris (joined 7:02 pm PST)

Members absent: Mary Tiscornia, Steve Anderson, Chris Amaral, Steve Shaw

Meeting called to order at 6:35 pm PST by Janice Heltibridle

Board minutes: Greg moves to approve the minutes from the last meeting (November 9, 2017), Lani seconds, minutes approved.

1. Old Business

A. Website status

- i. Update information: lots of communication between board members and Trish. Liz: People contact me with general issues and I can fix them or pass on to Trish in bundles. Tech committee will meet with Trish—needs to be Liz, Susan, Courtney, Steve A, and maybe Bob Heltibridle to integrate tasks across website. Greg suggests being prepared to pay Trish for the time in these meetings.
- ii. Sanctioning requests: Courtney is now getting sanctioning requests. Need to include Ben Volk on emails about sanctioning since he takes care of PNW sanctioning. Courtney has some questions about sanctioning process: ride managers need to fill out online form, then Courtney contacts insurance, then ride manager contacts Liz? Let's simplify to have Courtney be the one person ride management contacts. Insurance money goes to? Steve Anderson. Can ride managers submit insurance money through PayPal? Need to talk to Steve about this.
- iii. PayPal membership renewals: Figuring out how people can pay race entries through PayPal with maybe an extra processing fee to increase pre-entries. Current system is working for membership. Have about 50-60 membership for this year so far

B. Championship preparation updates

- i. World Championship: already have one entry, coming from Texas. Lots of interest from a broad swath of the country. There will be two vet checks: one in-camp, one out. Greg and Susan will talk about finding a second vet—Greg will call Bob Morgan about being second vet. Susan is pushing hard for people to pre-enter. Figuring out what properties course runs through (right-of-way roads/trails); some trails marked by the park service but go through private properties. Gunilla: if maintained by park service, shouldn't need additional coverage for private property owners. Awards: long course will be buckles, equathon has an inexpensive buckle, short course will be around \$10/person, division awards will be done by Rufus and Gunilla. There will be a run the next day sharing some

- expenses. Have a choice of shirt or hat on entry form, \$8/shirt or hat, if people don't pre-enter, they can get a hat
- ii. East Coast Championship: Barb Mathews still working on everything, has budget prepared and wants approval before she decides on anything for sure. Use the same trails as have been used for Iron Mountain Ride and Tie.

C. Tooth Fairy Fund: wrap-up/status: save for next meeting.

2. New Business

A. 2018 Budget

- i. Overall: Janice took the 2017 actual amount on line-item and used those for 2018 proposed. There were a few items where she used proposed. She did add in a booth for an AERC convention booth: \$400. Victoria Ordoway would man the booth and share the cost of a booth with the Scoot Boots she's repping (so \$200 for a booth to the Ride and Tie Assoc). Susan might be able to help a bit. The convention takes place March 9 & 10. Lani points out that AERC is a good partnership and that \$400 is reasonable even if we can't split the booth. Posted a loss last year, when we post a loss, we dig into our endowment. Need to build donation pool for awards—can offer free advertising in newsletter—and donor pool. There is now a ride and tie store with t-shirts, hats, etc. We will get % of sales (maybe 5%?) and the woman who runs the store will get a % (beneficial because no outlay upfront). How do sales tax work? Susan will find out. Do we authorize products or does she just make them? Liz motions that we put a link to the store on the website. Lani seconds. Motion passes. Janice will make some revisions to the 2018 proposed budget and resend.
- ii. World Championship: didn't have silent auction on the budget—usually just do saddle auction and raffle. Susan would combine saddle auction and raffle. In that case, estimate seems low; Susan is thinking if we don't get the saddle to auction, it would fall with the lower or mid estimate, if we do get the saddle it will probably go with the higher number. Not sure how much to estimate for merchandise. Line item for insurance was also missing. Susan will correct several items under income (short RAT and short Equathon)
- iii. East Coast Championship: proposed budget attached, pending board's approval.

B. Advertising: go with AERC ads, Facebook advertising at \$200/month—Courtney strongly supporting this strategy, he will talk with Carrie about this. Maybe it makes sense to target different areas and breaking down the \$200 across those geographic areas. Should we keep up with PNER advertising? Talk to Ben Volk about this. We need more people in different areas to “advertise” for free by posting on group sites. Everyone is in favor of continuing all these ads. Now suggesting \$3500 in total advertising.

C. Proposal to sell Ride and Tie trailer: maybe bigger than what we need, but is it worth selling? Being stored for free at Debbie Hanson's place. Contains material for competitions, but no merchandise. It's just kind of

dead weight. Chris couldn't ~~used~~-use it for last year's West Coast Championship because he hauled his own trailer. Susan used to have inventory list, but it's been a while. Greg uses a fair amount of stuff out of the trailer for the vet checks. It seems worthwhile to use, western people need to figure out how to use it. Since it's not costing us anything, it seems worthwhile to keep. Should we assign someone to be "quartermaster" and in charge of it? It seems like Chris is for now.

- D. One day memberships--\$10.00, no newsletter: for runners-only who just do equathon as runners. Do they need to be members to be covered by insurance? Yes, that's what this would be for. Maybe make the entry fee really, really low but they still get a newsletter and are reminded of how much fun they had—this is what they do on the East Coast. This would just be for the Championship races, other race directors can decide on budgets. Gunilla wants them to get the newsletter still, since it's a way to advertise to someone already a little interested.
- E. Reorder Championship buckles
- i. Current stock: 85 total
 - ii. Pricing/quantities: depends if we want some special buckles for Top 10/Top 3/Silver/Gold. Basic buckles is \$76 ea. Any additional set-up fees would be if we change and have Top 10/any other design change, if we keep it the same, there wouldn't be a set-up fee. If we order another 300, will they lower the price at all? We had also discussed using buckles from previous championships ("legacy buckles") that would reduce need, or people can even trade in new buckles for old buckles. If people want to replace old lost buckles, we can set a fee: \$30. Can Steve A provide an inventory of what buckles we have and how many? Pull one buckle/yr for Auburn "Endurance Capitol" museum. If there's a price break, then order enough to get it, otherwise just order enough to keep a decent inventory. Shelving further discussion for Steve S (or contacting him directly).
 - ~~iii. Delivered or picked up~~
- F. Nominations/Election of new board members
- i. Up for re-election: Liz, Steve A, Lani
 - ii. Committee for nominations or newsletter ad: put ad as a handout with the handbook asking for nominations. Next newsletter goes out beginning April, nominations and statements in by: March 15 for the April newsletter.
 - iii. Election online or by paper: election just online, send link to vote in next newsletter.
 - iv. For 2019, need to send out nomination ads in November
- G. AERC MOA: Revisit—ask to award credit for Ride and Tie miles?: presented last year to AERC and died. This would be a joint agreement and AERC dumped us, not particularly interesting/not big enough to be of interest to AERC. Maybe just cross-recognizing miles? Need to figure out who/which committee in AERC to target with this idea. Lani will talk to Chris and Greg about this and will report back at the next meeting. AERC championship has a set pattern with a rest day on Friday, and we've been able to put a ride and tie on Friday—this year's at Biltmore and might be

Comment [J1]: Should that be Steve S.?

able to get it going there. AHA does a distance festival and is trying to get other breed associations to join in (got Appy association in last year), wants ride and tie to join in, but they want the championship. We don't want to get up control of the date and location of the championship, but could be worthwhile to have regular ride and tie there. Lani had let this fizzle (given the concerns over them wanting our championship to be held there), but Courtney will resume talks about this.

3. Other: Liz's survey about the website: everyone agrees that it can be sent out.

Meeting adjourned at 8:27 pm PST by Janice Heltibridle