

**MINUTES**  
NORCAL HUNTER JUMPER ASSOCIATION  
Board Meeting 2019/3  
April 22, 2019

Meeting start 3:07 pm

I. ROLL CALL:

- a. Archer, Borges, Geffken, Hayes, House, Kalember, Lampton, Lambert, Maddox, Orlin, Rattigan, Runk

II. FINANCIAL REPORT (Borges)

- a. Financial documents now available online ([See financials](#)).
- b. Wasserman conducts financial review.
  - i. Income is up compared to 2018; expense is up as well.
    - 1. Main reasons for increase in expense are the new ribbons and the cost of social media management conducted by Ryan Polli.
      - a. Ribbon expense is increased because of the new design, not due to the ribbons being more expensive than the previous design.

III. SPONSOR REVIEW

- a. These are the people we should say thank-you to when we see them:
  - i. See current list of [confirmed Sponsors](#)
  - ii. Top tier sponsors still needed.

IV. MINUTES March 25 Meeting.

- a. [See minutes](#).
- b. Lampton reminds board members to review the meeting minutes for accuracy.

V. NEW BUSINESS

- a. Rule Change Timeline (Lampton)
  - i. Consider making exceptions to the length of time it takes for rule changes to take effect in circumstances where immediate change is called for.
  - ii. Lampton notes that at the March meeting, the first vote was held to reduce the number of judges for the Pony Medal Final from 3 to 2.
    - 1. Typically this rule change would not go into effect until 2020
    - 2. This policy is due to the fact that the majority of rule changes can cause a change in the way points are calculated mid-season

3. In this instance, it would not change the calculation of points.
  4. Lampton asks board members how they would feel about making the rule change for the Pony Medal finals judges go into effect for the 2019 Medal Finals.
    - a. Board members concur that this would make sense.
  5. Lampton notes that the rule change will be posted in the next Bulletin and will be phrased so that members are aware that if passed, it would take effect at the 2019 Medal Finals
- b. How to keep the cost of shows down and riding accessible to everyone (Brian Wee)
- i. Maddox references recent posts made on social media by Brian Wee
  - ii. Posts center on the idea of making horse shows more affordable
  - iii. Maddox proposes the idea of more affordable horse shows allowing those with less money to still qualify for larger goals
    1. Modeling after IEA with the opportunity to qualify for regional and national shows as well as the NorCal medal Finals
      - a. This sort of show can encourage folks who have less money to still have larger goals
      - b. Small format of 1-2 days
      - c. Show could tie in with USHJA
    2. Could a local Non-profit such as NorCal run a show(s) like this using volunteers?
    3. Board members agree to set up a task force to investigate this idea further
      - a. Hayes to reach out to representative from WSHJA to see how they run their shows
- c. Kelly Maddox: Welcome to the Board
- i. Thank you Kelly!

## VI. OLD BUSINESS

- a. Change in Bulletin format (Lampton)
  - i. Lampton notes that Polli has not yet had time to product an estimate on the cost of a digital bulletin
  - ii. Item postponed until next meeting
- b. [Developing Professional Program Proposal](#) submitted by Haley Schwab (Archer)
  - i. See [outline](#) from Matt for proposed clinic

1. Two proposed sessions for young professionals to give them tools to deal with day-to-day operation of running a barn
2. Quick outline attached
3. The first session would take place at one of the summer Woodside shows and would cover barn management
  - a. Tuesday 4-6pm
  - b. 30 min at the end carved out for open discussion
  - c. Talk would involve professionals from each area covered in the discussion
  - d. Seeking a sponsor to cover food and drinks
  - e. Archer estimates that cost would be approximately \$300
  - f. Archer to send outline to Schwab for her feedback
- c. Board member attendance and participation - How to increase for 2019 (Lampton)
  - i. How do we increase the number of people running for the board next year
    1. Borges notes that it is good to speak directly to the membership and note what it is that you get out of being on the board and what you have learned from being on the board
    2. Board members agree that we can utilize social media during election season posting about upcoming elections and what NorCal is looking for in prospective board members
    3. Lambert notes that increased communication with members and trainers regarding rule changes, etc. is a great way to engage potential board members
      - a. Most board members on other boards are groomed to be board members
      - b. Create opportunity for members to be engaged in smaller ways rather than actually jumping right into a board member position
      - c. Use Young Professional Program as a way to communicate what the NorCal Board does
    4. Maddox suggests hosting a NorCal meeting or even a more informal pizza party and inviting trainers

## VII. COMMITTEES

1. Banquet (Rattigan)
  - a. No banquet update
  - b. Rattigan asked that board members start thinking Lifetime Achievement Award/Wendy Nissen Award nominees

- i. Kalember notes that we can promote this on social media as well
2. Elections (Runk)
  - a. Nothing to report.
3. Publicity (Kalember)
  - a. Kalember notes that facility and sponsor spotlights on social media are going well
  - b. Lampton suggests mentioning the award nominations (referenced above in banquet) after groups of shows throughout the year rather than at the end of the year
4. Fundraising (Borges)
  - a. Send prospective sponsor ideas to Borges
  - b. Lampton suggests talking to horse show sponsors about sponsoring NorCal
    - i. Saddle shops
      1. If they don't see value, it might be worth it to ask what we could do to make it worth their while
      2. Archer confirms with Nastri that there is no saddle sponsor for West Palms so a potential NorCal saddle sponsor would not create any issues at the Medal Finals Show
        - a. Borges to come up with what NorCal can offer to a title saddle sponsor and go from there
5. Lobbying/Liaison (Kalember)
  - a. Nothing to report.
6. Medal Finals (Runk)
  - a. Review [new proposed schedule](#) (Nastri)
    - i. Lampton emailed Nastri after March meeting RE: swapping order of the 3'6" finals
      1. Nastri agreed
    - ii. Currently the proposed schedule has the Pony Final at the end of the day
      1. Many complaints stemmed from this at least year's Finals
      2. Lampton asked Nastri if the Final could be moved to go before the Pony classes but Nastri felt there would be pushback from those who wanted to get in the arena before they did their Final round
      3. Board members concur there is probably a compromise of putting a single Pony class (USEF Pony Medal) to go

before the Final to give a chance for ring time but still allow for prime exposure for the Final

4. Lampton to email Nastri proposing the above schedule change
  - b. Confirmed Judges : Chuck Mayer, Andrea Wells, Jim Dahlquist
  - c. See proposed [Daily Schedule](#)
  - d. Runk asks Board to contact him before the next meeting if there are any further schedule changes requested
7. Rules (Lambert)
  - a. Nothing to report.
8. Show Standards (Kalember)
  - a. Nothing to report.
9. Special Events
  - a. Clinic (Hayes)
    - i. Hayes notes that John French won't be available for the clinic this year
      1. Orlin offers to help contact prospective clinicians.
    - ii. Eq Classics (?)
      1. Runk to follow up with Smith to verify that Brookside is still interested in hosting the Eq Classics at the Fall Finale
      2. Lampton notes that we still need a board member to act as a point of contact for the event, preferably someone who will be attending the show anyway
  - b. Jumper NorCal Developing Young Professional Program (Archer/Borges)
    - i. See above- move this to special events for next meeting.
  - c. Jumper Teams (Archer/Borges)
    - i. On hold for this year.
10. Technology (Lampton)
  - a. Nothing new to report.

Meeting adjourned at 4:27pm

## VII. DATE & LOCATION OF NEXT MEETING

- a. Next Meeting: June 10, 2019 @ 3pm  
Dial-In Information:  
Join from a computer or smartphone using:  
PC, Mac, Linux, iOS or Android:

<https://zoom.us/j/4735289012?pwd=Ui81Q2gxUVZQeDNYeit1akJmNlVRQT09>

Password: 1234

Or join using your Telephone: (646) 876-9923 or (669) 900-6833

Meeting ID: 473-528-9012